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LIFE INSURANCE EDITION

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This man is engrossed in an interesting book which is just off the press, "The Home Life Looks Forward" — a striking story of a "Company of Opportunity", its unique selling

methods and agency building plans. The story which we believe you will find of interest and importance is running serially in this paper starting on Page Seven of this issue.

[If you care to have a copy of the entire book — write now to Cecil C. Fulton, Jr., Superintendent of Agencies]

HOME LIFE INSURANCE COMPANY
256 BROADWAY, NEW YORK, N.Y.

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YOU CAN CLEAN UP WITH OUR POLICIES

WRITE FOR GENERAL AGENCY PROPOSITION
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RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Eighth Year—No. 8

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, FEBRUARY 23, 1934

\$3.00 Per Year, 15 Cents a Copy

Dickinson Hints Federal Control

Assistant Secretary of Commerce,
in Pittsburgh Talk, Suggests
Possibility

FAVORS U. S. SECURITIES

Says Insurance Company Investment
in Government Bonds Is Too Small
—Low Interest Rate Era

By LEVERING CARTWRIGHT

Those attending the brilliant banquet Tuesday evening concluding Pittsburgh Insurance Day gained the impression from the speaker of the evening, John Dickinson, assistant secretary of commerce, that the administration at Washington is seriously contemplating the idea of federal regulation of insurance.

Mr. Dickinson gave this hint when he said that unless better and more uniform regulation of insurance is provided in the "backward" states, the demand is likely to arise for federal regulation.

Incompetent regulation he denounced, and many of the states, he contended, are so afflicted. These were what he intended by "backward" states. There are other states, he admitted, whose regulation is competent.

Government Bond Salesman

Mr. Dickinson also turned out to be something of a government bond salesman. He quoted figures, apparently those of the Association of Life Insurance Presidents, showing the proportion of various types of investments in the portfolios of 51 life companies in 1906, 1929 and 1933. He showed that the proportion of railroad securities dropped from 35 percent in 1906 to 15 percent in 1933 and made the comment that this decline represented the loss on the part of railroads of their exclusive monopoly. Utility investments increased from 4 percent in 1906 to 9.4 percent in 1933.

State and municipals increased from 3.6 percent in 1906 to 4.1 percent in 1933. Farm loans went from 9.3 percent in 1906 to 8 percent in 1933 and other mortgages went up from 19 percent in 1906 to 24 percent in 1933. United States government securities went up from .01 percent in 1906 to 3.4 percent in 1933.

The increase in investments in urban and suburban real estate Mr. Dickinson declared, caused much of the difficulty that the insurance companies have experienced in the depression. These investments reflected the nation's optimism during the boom years. A recurrence of a real estate boom is likely only in the distant future, he predicted. In making real estate investments, the loan values should be fixed on an average of a period of years and loans based

(CONTINUED FROM PAGE 28)

Comment on Various Phases of the Business

By E. J. Wohlgenuth

The decrease in dividends by most of the participating companies is of course a natural result of the waste and friction which come with a major disintegration of business such as we have had the past five years. Much of this waste and loss has been borne by the agent and does not appear in the annual statement of his company, but as the annual statements come out it is easy to detect in them the ravages of a great depression.

Take the losses which companies sustained in their interest earnings by having to sell one class of securities and buy a more liquid and smaller interest bearing class. Perhaps the change was not necessary because the moratorium came along and by the time it was taken off the demand for cash had decreased to such an extent that current income could take care of it; and yet, the conservative company took the precautions and made the sacrifice of interest just the same. Now, in its statement, it can show its splendid cash position—when perhaps it is no longer needed. Some companies did not go to this cash position, or they may have borrowed from the R. F. C.; it will be a question which class of company saved the most money. The R. F. C. is being rapidly paid off by the better class of companies which patronized it. Whichever way you look at it, there was a financial dislocation which was serious from the expense and cost standpoints.

EXCESS DEPRESSION CLAIMS

Changed underwriting methods of life companies to meet the new conditions is one of the live topics in home offices these days, and field men likewise are kept guessing as to what risks their companies will accept. Since the depression began in 1929 it might be said that much of the pressure in rejections has been placed upon heart impairments and blood pressure, suicide and automobile accidents and large policies. One medium sized, well managed company of about \$400,000,000 in force estimates that since 1929 it has had excessive death losses from heart and associated diseases ranging from \$123,000 to \$335,000 per year, and from suicide and automobile accidents, which it combines, from \$76,000 to \$300,000 per year. These might almost be called the excessive loss causes of a depression year.

STRICTER UNDERWRITING

The dislike at the home offices of larger policies is shown by the fact that in 1929 this company rejected 10.5 percent by amount and only 6.1 percent by policies, the other corresponding percentages being: 1930, 9 and 6.3 percent; 1931, 11 and 7.1 percent; 1932, 13.7 and 10 percent; and 1933, 10.8 and 9.5 percent. Prior to 1929 the company declined approximately 6 percent by policies and 8 percent by amount. These percentages show that in this normal company the rejections increased considerably with the depression and still there was a considerable excess mortality from heart, suicide and auto-

mobile cases. With 1929 the companies tightened up in their underwriting substantially. The declination rate on applications of \$50,000 and over is known in one company to have been over 25 percent and in another over 50 percent. The company referred to points out that the rise in rejections is not wholly due to stricter underwriting but that there has been a radical change in the financial status of those applying for new insurance and also in their physical condition, resulting from anxiety and business strain. Certainly the companies which have shown a good claim record on new business during the past five years have been keen and on their toes in their underwriting departments.

* * *

EXPENSE OF MORTGAGES

Mortgages are a good form of investment but they are expensive to handle when they run amuck. The extra expense to life companies on their mortgage accounts will never be known. In most companies help was freely given by the other departments to the overburdened mortgage section. The actual extra expense charged to mortgages may not be so great, and it was perhaps just as well that the extra work was created because it gave other departments which were slack in their work something to do. Life companies which held guaranteed mortgages backed by the surety and title companies which assume this class of risk found for the most part that the resources of these sureties were totally inadequate at the peak load, but they still had the mortgages themselves and could disregard the real estate guaranties with a fair chance of coming out even, perhaps with the loss of some interest and the creation of some additional expense. If the mortgages were fairly well selected the statement could be made pretty general that the companies would take losses on some properties and make profits on others, with a fair hope of breaking even with the return of better times.

Anyway, the annual statements this year are extremely significant because they indicate to the careful student what the companies did in various emergencies, during what will be known in history as the great financial and social upheaval of 1929-1934, comparable in history only to the panic of '73, following that other great war.

State supervision, publicity, special examinations, all mean very little in determining the real texture and stature of a company compared with a testing period such as that from which we are just emerging. There will be companies which came through by sheer luck and without much credit to their managements; there will be others which actually failed because of poor management, combined with a streak of bad luck, or simply from dishonesty; but the record will also show the companies whose managements were alive to the situation at all times, kept it well in hand, and came through with the least possible loss.

Good Policy Loan Plan Is Needed

President Duffield of Prudential
Presents Views to New York
City Managers

URGES FLEXIBLE METHOD

Code of Ethics for Association Based
on Cooperative, Generous Principles
Is Recommended

NEW YORK, Feb. 22.—The desirability of devising some method which would permit normal payment of cash and loan values during normal times but prevent depression-bred runs of panic proportions which might impair the companies' ability to perform their primary functions of paying death claims and matured endowments, was dealt with by President E. D. Duffield of the Prudential at the annual meeting of the New York City Life Managers Association.

Mr. Duffield did not put forward a specific plan for meeting this situation, but said it is one of the important questions which the home offices have under consideration.

Has Steadying Influence

He commented on the steadying influence of life insurance during disturbed times, which has not been fully realized. Thus, not only does it protect policyholders and beneficiaries, but by the spirit of unselfishness it engenders and improved morale that goes with it, it is an aid to the nation, the state and the home in a more than material way.

A code of ethics for the association was recommended by E. W. Allen, New England Mutual, president of the association, who said the code should be broad enough to permit of settling most questions by friendly conference and persuasion.

"It is my belief that a general code of ethics should be submitted to the association," said Mr. Allen. "With this in mind I have asked our committees to prepare for our consideration and approval such a code. This, in my opinion, should be reasonably broad and generous in its provisions, so that we may almost unanimously give it our approval. If I were writing a code, it would be the Golden Rule—'Do unto others as you would have others do unto you.'"

Coercion Scarcely Possible

"After all is said and done, unless a manager or general agent is breaking the insurance laws of the state of New York, there is little we can do except by friendly conference and reasoning. We cannot hang a convicted member to the nearest lamp-post, and to ask for his resignation from our association would defeat our aims."

Mr. Allen was elected president for
(CONTINUED ON PAGE 28)

Eliminate Unfit Recruits and Help Men in Slump Through Tests

BY R. B. MITCHELL

NEW YORK, Feb. 22.—Psychological tests as they have been developed in recent years can be a very valuable aid to agency heads in (1) eliminating the unfit man at the time of selection and (2) restoring the handicapped effectiveness of the agent who is having trouble getting by, according to Dr. Paul S. Achilles and Dr. Henry C. Link, managing director and secretary-treasurer respectively of the Psychological Corporation.

The corporation is now working with three life companies, as well as an independent group of agents, with the aim of cutting down costly trial-and-error methods by supplementing managerial judgment with the results of the proper tests.

Weed Out Misfits and Aid Men in Slump

It used to be that with competent management natural selection—the survival of the fittest—could be relied on to produce enough successful agents to keep an agency prosperous and growing. As the going has become harder, however, it has become more imperative to find out more accurate ways to weed out the misfit at the start and to buck up the erstwhile able producer who is in a slump.

Psychological tests can be of particular value in dealing with life agents because they help the manager or supervisor to a more sympathetic understanding of the real difficulties that may be holding a man back. Because the agent is on a commission basis, his boss has to practice the gentle art of suasion. The sharp, crisp executive command that prevails where the salesman is on a salary basis can be used only sparingly, if at all, in the life insurance business. The superior officer is more of a counsellor than a commander and it is obviously more necessary for him to have every aid to make this relationship a helpful one.

Distinction Between Two Types of Examinations

Right at the start, there should be noted the distinction between mental alertness (or "intelligence") tests, and the more recently developed quizzes which are designed to reveal the characteristics or collections of habits which go to make up personality.

The intelligence tests were the first to be developed, getting their big impetus during the war, with the Army Alpha tests. But differences in intelligence as measured seemed to have little correlation with success in selling life insurance. It remained for the evolution of the personality tests to detect the essential differences between the man who had a reasonable chance of becoming a good salesman and the one who would probably flop.

It should be borne in mind that there is no test or combination of tests which will pick out men and guarantee that they will become successful salesmen. The process is more like that of medical selection in life insurance. Some of those who pass good medical examinations may die within a year, but the actuaries know that the selected group, as a whole, will show a better death rate.

Dr. Link estimates that the ablest 20 percent of the agents in the average agency would rank very high in the measurable personality traits that are characteristic of good salesmen generally, but that the remaining 80 percent would show only about the same score in these characteristics as the general run of adult males. In other words, a general agent could go out on the street and get in a dozen average men and

they would be as well suited to selling life insurance as four-fifths of the men in his plant.

From a psychological point of view, Dr. Link says that a life agent's success is measured, first, by his ability to see and call on a large number of people, which in turn depends on his initiative in meeting and dealing with people; and second, the extent to which he is able to see the other man's point of view rather than being immersed in his own personal problems.

Results of Tests Must Be Properly Interpreted

The former ability is measured by tests for aggressiveness and self-sufficiency; the latter by tests for emotional stability and extroversion. The results of all such tests, Dr. Achilles pointed out, must be properly interpreted to be of value. They must be considered as an aid to the manager rather than as a substitute for managerial ability.

The trend in psychology is more toward the clinical approach, Dr. Achilles said. In this connection tests are valuable in throwing light on individual situations, in indicating how they may be handled by the manager to bring out the desired type of response. A good deal can be done to substitute right habits for wrong ones, but the manager must get at the real cause of the problem. Apparent over-aggressiveness, for

example, may be merely an effort to compensate for some real or fancied deficiency.

After the agency head finds out what the trouble is he must take constructive steps to remedy it. It does little good to tell the man who is lacking in aggressiveness that he should be more aggressive. It is too much like telling him to lift himself by his own bootstraps. The thing to do is to find out what it is that is making him over-submissive. It may take considerable sympathetic discussion, as the man himself may not realize exactly what his difficulty is. For example, the lack of a college education may give a man a sense of inferiority that will affect all his relationships.

Here are some examples and conclusions from one set of personality tests. The significance of the percentage figures should be carefully noted. The person tested is compared with the general run of adult males, and ranked accordingly. If his figure is 50 percent, he would be just average, since there would be just as many adult males who rank above him in this quality as there are who rank below him. A man who rated 99 percent on aggressiveness or dominance would probably be so obnoxious that he would defeat his own purposes. The comparison in the following cases is with adult males:

Case I. More stable emotionally than

57 percent of adult males. More self-sufficient than 76 percent of adult males. More extroverted than 61 percent of adult males. More aggressive socially than 43 percent of adult males.

Assets: High degree of self-determination and self-decision; a well-balanced normal personality.

Liabilities: Lack of aggressiveness in initiating social contacts; underrates himself and his possibilities. While not a world-beater he can do much more than he has done.

Handling: Inspiration and pressure; a great deal of encouragement, toward moderate success.

Case II. More stable emotionally than 43 percent. More self-sufficient than 99 percent. More extroverted than 49 percent. More aggressive socially than 73 percent.

Assets: Natural salesman, with basic habits of the type taking the initiative in meeting and dealing with people.

Principal liability: Too high a degree of self-sufficiency, which makes him resent criticism and advice. To a large extent this is a defense mechanism which he has acquired to compensate for his failure to keep himself on the high level of success he once reached in the insurance field.

Handling: He was told that his principal difficulty was listening to and keeping an open mind to the advice and help of other people. This man will profit by help which is three-quarters praise and one-quarter criticism or advice.

Case III. More stable emotionally than 74 percent. More self-sufficient than 93 percent. More extroverted than 68 percent. More aggressive socially than 87 percent.

This young man should be excellent material to work with. Cold canvass is probably the experience he needs most. His clerical experience in insurance has already given him a knowledge of details which may tend to make him too much an office man unless he spends much time in the field. Because of the traits outlined above this transition should be comparatively easy.

Question on How Best to Handle Tests

For the agency or company which wants to introduce these tests, there is the question of how best to handle them. The Bernreuter Personality Inventory, for example, which combines the most desirable points of the various personality tests for salesmen, may do more harm than good in inexperienced hands. Like an X-ray, it calls for a certain amount of training for proper interpretation.

The most economical way to install such a set-up, Dr. Achilles said, would be to have a properly qualified psychologist get it under way and train someone in the agency in the interpretation of the test results. Once instructed, a clerk can score the tests, and a manager should soon be able to make the right deductions after going over 25 or 50 cases with the psychologist. After that the manager could go along on his own, except for occasional consultations with the psychologist on special cases.

The Psychological Corporation was founded in 1921, as a nation-wide organization of psychologists of recognized scientific standing which conducts consumer surveys on products, advertising, and sales appeals; applies scientific methods to the selection, training and productivity of sales, office, and factory personnel; and acts as counsel on the psychological aspects of sales, personnel and public relations policies.

Suggests Maximum Coverage in All Carriers Be Set at \$100,000

By VERNE GORDON

Mortality is one of the really vital factors in the life insurance picture because only a small percentage improvement in the death-rate can offset many times over even a considerable loss in the investment income or increase in acquisition cost. When a company considers its mortality rate it is considering one of the main arteries that feed the very heart of its business.

When the experience of ordinary life companies goes counter to population experience, amassing huge additional losses at a time when gains should be expected, it is one of those vital issues that will not cure itself nor permit of overlooking.

What, then, is the difficulty? Hearts and suicides? No, because the general population has the same set of hearts and the same opportunities of suicide.

More Fundamental Cause

The real cause is more fundamental. Two things look suspicious: Underwriting from its restrictive sense and underwriting in its quantitative measure.

Perhaps too much has been learned about underwriting. Perhaps if fewer bars were up, the companies would be able to get more good risks to average against the bad. The bad will get through. The good will not, if the checking is too thorough.

Perhaps the world is not much different from pre-war days. Perhaps the classification of a jumbo risk as \$50,000 and over is still as true as it was before the war. It is on these big policies that the heavy heart and suicide losses have come. There might be some value in curbing that costly group, not by restrictions which clever, "honest grafters" can evade but by elimination.

My suggestion would be that the companies set \$50,000 as a top limit for individual underwriting, with say, \$100,000 as the limit for total coverage of

all companies. It would be costly to a few big producers, but it would not even touch the great bulk of the field. As for the company side, it might lose some of the total, but by and large the policies of \$50,000 and over do not represent much of the aggregate, and it is a questionable prize, at best, if it is going to cost too much in the way of increased mortality.

Concurrent with this, some of the underwriting restrictions could be lifted and a more generous and general average of risk thus made possible.

Excess Baggage

The perfect reflection of true mortality could be secured if a company could stand at any corner and take everyone who passed. The adverse experience comes from the "selection" of risks which permits more of the poor than the good to filter through. It is just possible that all the expensive machinery set up by the companies to do this sorting is excess baggage and that a return to old, simple methods with old, simple limits would be profitable. One thing seems evident—that this expensive machinery and super-scientific underwriting has not reduced mortality, but has permitted it to increase.

Mortality is, of course, linked closely with other factors, such as type of agency force and conservation of business. More careful selection of agents will result in a better type of business merely because an agent's clients reflect his environment, personality and character. And the business that renews is better than that which has a heavy lapse rate, as the latter increases the mortality selection against the company. Naturally if 50 percent of an agent's business eventually lapses, 50 percent left will be more heavily loaded with those who know they cannot buy new protection.

Two Big Problems Facing Fraternals

Oklahoma Tax Suits, U. S. Bill on Municipal Moratoria Discussed in Chicago

CONGRESS IN SESSION

Midwinter Meeting of Leading Societies Develops Significant Place They Occupy in Business

By DALE R. SCHILLING

Two issues dominated discussions in the spring meeting of the National Fraternal Congress which opened in Chicago Thursday. These were taxation, an old problem again brought to a head by Governor Murray of Oklahoma in filing suits against 19 fraternals to collect back taxes, penalties, etc., allegedly due for many years, and the municipal moratorium bill in Congress, with all its implications regarding investment in municipal securities.

No two problems have threatened the fraternals over many years as do these. The fraternals always have operated exempt from taxation on the basis that they were charitable and benevolent organizations, with representative form of government, and subject to some restrictions not imposed on stock and mutual legal reserve companies. They fear that Governor Murray's efforts to tax their premium receipts, whether successful or not, will be followed by similar action in many other states.

Prepared to Wage Battle

The N. F. C. will be represented by able counsel in hearings in Oklahoma over this issue, and plans to put up a stiff fight. The societies consider they should not be penalized for going over to the sound legal reserve rate basis. A point made in the Oklahoma suits is that fraternal insurance is similar to that sold by other life insurance organizations and the societies should be taxed.

Possibly of even greater moment is the municipal moratorium bill. The fraternals have gone in quite heavily for municipal securities, some investing exclusively in such bonds and the grand average in the N. F. C., it is said, being 60 or 65 percent of investments in this form. The N. F. C. is in close touch with the situation through H. L. Ekern of Chicago, who has been many times recently in Washington fighting the measure.

File Statement on Bill

The N. F. C. stand, presented in a hearing of the sub-committee of the Senate, is that the bill would impair marketability and market values of all municipal securities; that such depreciation in values would seriously affect the investments of fraternals and other insurance companies in these securities. Mr. Ekern held there is no emergency which warrants such action. There would be a standing invitation to municipalities to default, and the tax burden would be increased.

One of the highlights of the N. F. C. meeting was the Washington day luncheon Thursday at which Floyd E. Thompson, former justice of the Illinois supreme court, was the speaker. This was the only general assemblage, there being no general sessions as is customary in the annual meeting, but only the section meetings. The executive committee held a session Feb. 21.

A large delegation was present from

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High Fraternal Congress Officials



BRADLEY C. MARKS, President

Above are represented two high officials of the National Fraternal Congress which is holding its mid-winter session in Chicago this week, President Bradley C. Marks and Vice-president John C. Karel.

Mr. Marks, who was elected at the annual meeting in Milwaukee last fall, is head of the A.O.U.W. of Fargo, N. D. He has been active in the congress for many years. Judge Karel, who according to precedent will be elevated to the highest office at the annual meeting next August, has been probate judge of Milwaukee county since 1907. He is president of the Equitable Reserve Association, Neenah, Wis., which he has brought to front rank in the N.F.C. He



JOHN C. KAREL, Vice-president

leads a colorful life, scattering his activities impartially between fraternal societies, judicial, philanthropic and sports fields. He succeeded five years ago to the presidency of the former Equitable Fraternal Union on the death of E. A. Williams, head of the society, merging with the National Fraternal Reserve of Oshkosh, Wis., when the name was changed to the present title. Judge Karel is a member of the N.F.C. executive committee. He has for many years been president of the Wisconsin Fraternal Congress and has kept close watch on legislation.

Judge Karel served in the Wisconsin legislature as a young man and in 1912

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LONG AGO

Interesting, and true, that in these coded times life insurance, for the protection of its policyholders, willingly has been subject to a code for seventy-five years. The Massachusetts code of 1861 contained the basic scientific elements of a policy contract, and prescribed policyholders' rights in policy reserves when default occurred in premium payments. The essence of this law, copied by many states, is still present in the amplified codes existent in most of the states.

These scientific codes, together with management that is obedient to an inflexible tradition of trusteeship, assure that the values stated in a Life or Endowment policy shall progress upward from year to year, and that the stipulated insurance shall be promptly paid when the policy has matured.

And that is what an adaptable and enforced life insurance code has been continuously doing throughout nearly eight decades in which pestilence, wars, bursting booms, and chaotic panics have wrought their damage in the nation.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Future Investment Fields Are Viewed

President M. A. Linton of Provident Mutual Talks at Bankers Meet

NOT AN EASY QUESTION

Federal Government's Actions Create Obstacles Which Make Long Term Planning Difficult

President M. A. Linton of the Provident Mutual Life in his talk before the trust company division of the American Bankers Association discussed future investment channels for life companies. He said that this is no easy question to answer. Everywhere the government has a program of unprecedented peace time borrowing. Against that is the fact that permanent recovery can be achieved only when long term capital is again flowing freely into private enterprises for the purpose of financing the production of durable goods.

"It has been convincingly demonstrated," said Mr. Linton, "that an overwhelming proportion of the existing unemployment is in the durable goods industries. These industries must be revived if prosperity is to return. They operate to a large degree upon money that is loaned to them for long periods of time. The products they turn out last for years and hence do no have to be consumed currently out of the income of the community. This is not true of clothing, food, gasoline, and the countless other things that we use up in a relatively short time. That is the reason why the investment of money in the durable goods industries is much more potent in stimulating wide employment and in building up purchasing power than is the expenditure of money to produce things that are consumed currently.

Country Not Overdeveloped

"One of the illusions during a depression is that the country is already overbuilt and overequipped so that long-term investment on a large scale is not needed. It is high time that the illusion be dispelled. The railroads, for example, need large amounts of capital to put their long-neglected properties into good condition and to make improvements in equipment. Many lines of industry need new machinery and equipment generally. There is an immense field for a certain type of housing and for permanent improvements and the renovating of existing buildings. The social utility or increased margin of profit resulting from these improvements will provide the funds to pay the interest and in due time to repay the principal of the debt. Those qualified to speak assure us that there are safe outlets for many billions of new capital in the long-term investment field when conditions are favorable.

"At present a number of obstacles are causing hesitation. Fortunately these obstacles are man-made and hence may be removed. One is uncertainty about the future value of the dollar. We can but hope that the 59 cent dollar will produce stability and a feeling of confidence in the future. People naturally hesitate to lock up their funds for a long time if the dollars that will come back are going to purchase a lot less than present dollars.

"Another is the securities act which imposes such heavy liabilities upon

(CONTINUED ON PAGE 30)

Lower Commission Is Hercules Plan

Agents Report Tentative Scale Offered by Sears, Roebuck's Life Company

ADVERTISING ON RADIO

New Contract Said to Grant First Commission of Half Usual Sum, Graded Amounts Later

Intimations that the new Hercules Life of Chicago, subsidiary of Sears, Roebuck & Co., plans to adopt innovations in life insurance merchandising and agents' commission practices, were substantiated this week by reports from agents of the old National Life, U. S. A., which was reinsured, that they were approached on a tentative proposal based on an unusually low commission scale.

According to these agents the Hercules Life proposal called for practically cutting the ordinary first year commission in half, but distributing the second half over a number of years on a graded basis.

Tentative Scale Given

The tentative scale for general agents, it is said, is: First year, 30-32½ percent; second year, 20 percent, third year 15 percent, and six years of renewal and collection fees at 7½ percent.

The schedule proposed for other agents, it is said, is: First year 25 per-

cent, second year 15 percent, third year 12½ percent, and six annual renewals of 5 percent.

The Hercules officials headed by Carl L. Odell, vice-president and general manager, for the last week have been conferring with leading general agents of the National Life, U. S. A., to ascertain their reaction to the proposed scale. It is reported that these general agents are much opposed to it.

General Agents' Views

However, one of them expressed opinion that all old National Life, U. S. A., general agents and agents would do well to sign the contract. He admitted it would for some time cut his income from the National Life, U. S. A., business at least in half, but there would be compensations. He said that the Hercules Life officials appear to be prepared if necessary to give up the effort to operate on an agency basis and concentrate exclusively on selling by mail. He emphasized that this would be only a last resort in the event the National Life, U. S. A., agency organization and other agents should reject the offer.

This general agent said life agents would do well to recognize the great facilities of Sears, Roebuck and the fact that the Hercules Life even on an exclusively mail basis would have a good chance to succeed. If it should do so, he said, there would be an upheaval in methods of merchandising life insurance.

Seen as "Noble Experiment"

The Hercules Life is planning what this general agent characterizes to be a "noble experiment." It is frankly asking the agents to give the proposed plan a trial for a six months' period. It is proposed in that time to give every aid to the agents. They are being offered all the prospects they can possibly see, secured through advertising in Sears, Roebuck's general catalogue, through a life insurance setup in Sears, Roebuck retail outlets, and other means.

In addition, the Hercules is reported

to be setting aside approximately \$100,000 for a trial advertising campaign to include national magazines, newspapers and radio, over a large chain. It is said the individual station units in this chain are being selected with reference to Sears, Roebuck merchandise distribution and retail outlets, so that if need be the greatest effect may be derived from the advertising in case it should be necessary to change over to an exclusively mail basis.

The plan, according to the agent, calls for the installation of an employee of the Hercules in each Sears-Roebuck retail store, to whom would be referred by Sears, Roebuck clerks any life insurance prospects. This employee would be a licensed agent. It is these leads which would be turned over to the entire agency force.

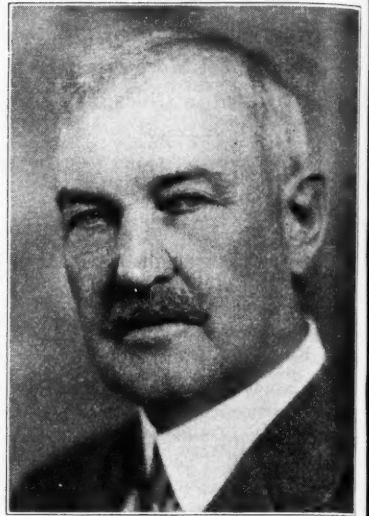
Says Test Not Expensive

The general agent expressed opinion that although Sears, Roebuck has put up \$1,000,000 surplus and capital for the Hercules Life, it stands to lose in the experiment perhaps only \$200,000 at worst. Great economies in operation are contemplated. It is understood that a consulting actuary only will be employed and not a staff actuary, and also no general counsel on duty all the time, but counsel of the Allstate companies and Sears, Roebuck employed when needed.

The Hercules officials see their most fruitful field in the smaller policies under \$5,000. Experience of the Sun Life of Canada on nonmedical business, showing even better loss ratio than on medically examined policies, is an important factor in Hercules officials' calculations.

It is recognized that the non-medical experience of the Sun and other companies is on business carefully selected by agents, and that this selection would be lacking on a purely mail basis. Yet this factor has been discounted. Hercules officials, it is said, are confident they could get so large a spread by

Company President Made Chairman of the Board



COMMODORE A. L. KEY

Commodore A. L. Key, president of the Volunteer State Life since 1925, vice-president and general manager from Feb. 12, 1912, until that time, relinquishes the burden of his office and becomes chairman of the board.

mail, that the experience would more closely approximate general American mortality figures, which have been better than on insured lives.

One of the inexplicable factors in the minds of life insurance men throughout the country has been lack of information whether the Hercules would em-

(CONTINUED ON LAST PAGE)

MASSACHUSETTS INDEMNITY INSURANCE COMPANY

BOSTON, MASSACHUSETTS

Rated "A" By Best's

National Recovery is on its way! New Jobs with renewed INCOMES are helping to restore prosperity.

Never before has such nation-wide publicity been focused on the vital necessity of INCOME and the alert Insurance Underwriter has been quick to see the opportunity presented in guaranteeing these new INCOMES through Disability Protection.

We feel that the reason our sales are up over 200% is because Insurance Men are insisting that the Disability Coverage they sell Be Non-Cancellable; that they are demanding the policies be Incontestable; and also that they are careful to see that their clients are covered by an "A" Company.

TWENTY NINTH ANNUAL STATEMENT OF THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, INDIANA

as of December 31, 1933

ASSETS

Cash in Bank and Office.....	\$ 2,555,776.99
Balances are carried in 51 banks throughout the country.	
Bonds (Average yield 4.6%).....	4,354,500.92
Government, Municipal, Railroad, Public Utility, on which only \$2,355.00 interest is delinquent.	
Preferred and Bank Stocks (Average yield 5.3%)..	1,278,247.07
Railroad, Public Utility and Industrial (Bank Stocks \$65,575).	
Loans Secured by Collateral (at 6%).....	616,171.71
First Mortgage Loans (Average yield 5.85%).....	45,900,888.71
On farm and city properties, the total being appraised at \$124,703,000. Where buildings are part of the appraisal fire and other forms of insurance are carried and assigned to this Company.	
Loans to Policyholders.....	26,760,473.52
Include approximately \$9,100,000 Loans on Policies of Companies reinsured during the year. No loan exceeds the cash value of the policy.	
Balance Due on Properties Sold Under Contract.....	464,197.04
Real Estate.....	7,449,060.85
Interest Due and Accrued.....	2,208,724.97
On investments, bank deposits, etc.	
Net Premiums in Course of Collection.....	3,294,561.92
These premiums were due but not received at the Home Office on December 31. A reserve of corresponding amount is included in our liabilities.	
Home Office.....	2,370,759.70
Trusted and Other Assets Administered by Company.....	16,533,870.41
All Other Assets.....	259,208.14
Net Admitted Assets.....	\$114,046,441.95

LIABILITIES

Policy Reserves.....	\$103,028,660.75
This is the amount which with interest and future premiums will pay all policy claims as they mature. Under the insurance laws of Indiana, Iowa and Kansas, the securities in which this money is invested are kept on deposit with these states.	
Additional Policyholders' Funds.....	237,832.13
Amounts set aside for, or already apportioned to policies in addition to the reserve.	
Premiums and Interest.....	1,140,095.82
Many policyholders take the precaution to pay their premiums in advance to avoid possibility of overlooking them at the due date. Considerable interest on loans is also paid in advance.	
Reserve for Policy Claims.....	630,765.55
Amount Set Apart for Pending Claims on Reinsurance.....	656,410.54
Reserve for Taxes.....	590,910.55
Life Insurance companies are very heavily taxed. This amount is set aside for taxes estimated to be payable in 1934.	
Claims Against Truited Assets Administered by Company.....	759,936.59
Reserve for Other Liabilities.....	324,843.25
Agents' Commissions, Medical Fees, Bills not yet presented, etc.	
Capital Stock.....	\$2,500,000.00
Unassigned Surplus.....	3,500,000.00
Special Reserve.....	676,986.77
For unexpected fluctuations in investments, mortality and for general contingencies.	
Surplus to Protect Policyholders.....	6,676,986.77
Although every known liability is cared for in the other amount set out above, this immense sum of \$6,676,987 lends additional security to policyholders.	
To Balance Assets.....	\$114,046,441.95

1933 FACTS ABOUT THIS COMPANY

1. All cash demands for the year were amply met from income and in addition the Company's cash position was materially improved.
2. This Company stands among the first twenty life companies in the United States with insurance in force of \$887,000,000—an increase of \$62,000,000.
3. The officers devote their full time to the management of the Company's affairs.
4. No outside interests direct the financial policy of the Company.
5. The Company has had the same able management for more than a quarter of a century.
6. Total payments to policy owners and beneficiaries in 1933 were \$16,353,785.
7. Increase in assets in 1933, \$29,000,000. Excess of income over disbursements, 1933, \$12,580,000.

*Its Name Indicates Its Character*

89-Year Record of Protection to Policyholders

Since it started business in 1845, this Company has paid to policyholders and beneficiaries over \$3,910,000,000. Over one billion dollars of this amount was in dividends.

The stability of this strong mutual company has been particularly demonstrated during the past four years of business depression. In every one of these years, income has exceeded disbursements.

Throughout all the years—during every panic, every war and every epidemic down to the present hour—the New York Life Insurance Company has met every obligation to its policyholders and beneficiaries; it is amply prepared to continue to do so throughout the life of every one of its insurance and annuity contracts.



HOME OFFICE BUILDING

NEW YORK LIFE INSURANCE COMPANY

51 MADISON AVENUE
NEW YORK, N. Y.

Traylor Insurance Placed on Rainy Day Becomes Claim

BANK PRESIDENT HAD \$1,000,000

Constitutes Major Portion of Estate of
Chicago Man Who Was Power
in Democratic Party

There is a powerful argument for life men in the death of Melvin A. Traylor of Chicago, president First National Bank of that city, one of the largest in the country, and who was mentioned for Democratic nomination for President. Mr. Traylor left approximately \$1,000,000 personal life insurance, which according to newspapers was the major part of his estate.

He was only 56, in the prime of business life and with full vigor of his health when he was stricken with pneumonia. Three years ago Mr. Traylor had some \$250,000 personal insurance, taken over the years, starting with a \$1,000 policy. In his early years he sold life insurance. While a quarter million would appear a large sum, it did not represent his full value, and in fact did not nearly cover his needs.

Interview Starts Casually

Three years ago two agents left the office of the Patterson general agency of the Penn Mutual in Chicago. One was a new agent, the other was J. T. Van Meter, then associate general agent, who was helping to break in the new man.

It was a dreary, rainy Monday morning. There were some prospects to be seen on the south side of Chicago. The two waited in the rain for a street car. Finally Mr. Van Meter asked if there were not some men that the agent knew in the "loop." After deliberation the agent said he knew Mr. Traylor, in fact was a distant relative. "Let's see him," Mr. Van Meter said.

They were admitted to Mr. Traylor's office, and after introductions and a short chat broached the subject of life insurance. Mr. Traylor had a reputation of being difficult to talk to on this matter.

"Oh, I don't want to talk about life insurance," Mr. Traylor said. "I have 20 or 30 policies, taken at different times from my friends in the business. I've promised several that I'll take my next insurance from them. Business reasons, you see. They have accounts at the bank."

Makes Cogent Suggestion

"Mr. Traylor," said Mr. Van Meter, "you admit that you have taken a policy now and then for business reasons from your friends in the business in order to please them. Isn't it about time that you start buying insurance for yourself and your family, and not for your life insurance friends?"

The idea hit Mr. Traylor forcefully. "I don't know but you're right," he said. He readily produced all his policies for analysis, gave necessary personal information. Mr. Van Meter prepared an estate program showing need for upwards of \$1,000,000 additional life insurance. An application for \$750,000 was obtained, a note given, and this note taken up within two or three days after the policies were delivered. Mr. Traylor finding he could save interest by borrowing elsewhere to pay the premium in cash. The Penn Mutual retained only a portion of the \$750,000, reinsuring the remainder.

The risk from an underwriting standpoint was considered exceptional. He came of Kentucky pioneer stock, was lean and in fine physical condition. He fought the pneumonia five weeks, and then it was discovered he was infected with a form of pneumonia occurring in only about 5 percent of cases but so virulent it usually proved fatal.

The point to the tale is that the Traylor family's welfare hinged on the disinclination of an agent to become rain-soaked, and on his ability to size up a difficult prospect quickly and to control the interview. The insurance was sold, not bought. Any life insurance purchases which Mr. Traylor might have made probably would have been inadequate to meet his needs, and might have been disorganized. The case is a strong argument for the estate program method of disclosing needs.

Whether any business insurance was carried on his life payable to the First National is not known. The bank officials would not disclose details of the Traylor insurance.

Owen Is Detroit Speaker

At the Detroit Accident & Health Managers Club's meeting E. W. Owen, Detroit manager of Sun Life of Canada, spoke on "Abraham Lincoln, God's Gift to Mankind."

TO ALL CREDITORS AND POLICY- HOLDERS OF AND CLAIMANTS AGAINST THE NATIONAL LIFE INSURANCE COMPANY OF THE UNITED STATES OF AMERICA:

Pursuant to the decree entered on February 7, 1934, by the Superior Court of Cook County, Illinois, in the case entitled, "People of the State of Illinois, ex rel. Ernest Palmer, Director of Insurance of the State of Illinois, vs. National Life Insurance Company of the United States of America, a corporation," in the Superior Court of Cook County, Illinois, in Chancery, Number 587,940, public notice is hereby given to all persons, firms and corporations, whether policyholders or not, having or asserting any claim or demand against the National Life Insurance Company of the United States of America, or having or asserting any title or lien upon or equitable interest in any of the assets forming part of the receivership estate being administered by the undersigned Receiver, or having or asserting any preference priority or security over creditors generally, that a contract between the Hercules Life Insurance Company, an Illinois corporation, and the undersigned, Patrick J. Lucey, as Receiver of the National Life Insurance Company of the United States of America, was authorized to be and has been executed, under which the policies and contracts of insurance, supplementary contracts, annuity contracts, and the reinsurance contracts, issued, assumed or reinsured by the National Life Insurance Company of the United States of America, have been assumed and reinsured by the Hercules Life Insurance Company subject to the lien, and upon certain terms and conditions set forth in said contract, a copy of which may be had upon application to the undersigned Receiver.

Any policyholder who does not wish to accept the benefits of said contract may file a claim in the manner and within the time hereinafter referred to, and in that event Hercules Life Insurance Company shall be under no obligation or liability of any kind or character as to the policy or contract in respect of which such dissent is made and claim filed, and the policy or contract of such policyholder shall be considered as terminated as of October 17, 1933. Every policyholder who does not so dissent shall be deemed to have accepted the benefits of said contract and to have assigned his claims to Hercules Life Insurance Company, as provided in said decree and in the aforesaid contract.

All persons to whom this notice is given are required under the terms of said decree, on or before sixty days from the date of the entry thereof, to file written proofs under oath, in duplicate, of their respective claims or demands, with the undersigned Receiver, at his office, 29 South La Salle Street, Chicago, Illinois, and in default of so doing, they shall be forever barred and precluded from participating in the distribution of the assets of the National Life Insurance Company of the United States of America or of the moneys, assets or property in or which may hereafter come into the possession of the Receiver, or the proceeds thereof or income therefrom.

Said decree further makes provisions regarding the manner of proving such claims and demands.

A copy of said decree is available at the office of said Receiver. Blank proofs of claim are also available at the office of the Receiver which will be furnished by the Receiver upon application to any claimant or his attorneys for use in making a proof of claim.

Dated Chicago, Illinois, February 8th, 1934.

PATRICK J. LUCEY,

as Receiver of the National Life Insurance Company of the United States of America, 29 South La Salle Street, Chicago, Illinois.

CONCANNON & DILLON,

Attorneys for Receiver,

69 West Washington Street,
CHICAGO, ILLINOIS.

Figures from Statements of Some of the Life Companies

The annual statement of the Life Insurance Company of Virginia shows assets \$75,385,171, there being \$2,428,771 cash, \$6,154,739 federal bonds, \$3,550,929 other government bonds, \$5,036,800 public utility, \$2,702,995 railroad, \$125,809 other classes of bonds and \$1,407,029 stocks. It has mortgage loans of \$37,853,269 and real estate \$2,788,150 aside from its home office, which is valued at \$1,864,057. Its contingency reserve is \$4,000,000 and it sets aside \$650,000 as a special reserve for employees' retirement, insurance and disability. Its capital is \$5,000,000 and net surplus \$5,637,805. Its insurance in force is \$377,283,939. The insurance in force increased more than \$3,000,000. The assets increased \$977,937 and the surplus \$245,984. The payments to policyholders last year were \$10,583,097. The traditionally conservative investment policy was adhered to during the year as the company believes in bolstering its position with strong reserves in cash and government bonds.

MUTUAL LIFE OF NEW YORK

The Mutual Life of New York paid policyholders last year \$191,823,199, the largest amount in its history of 91 years. It has paid to policyholders and beneficiaries during this time \$4,407,039,341. Its new insurance last year was \$270,034,087, its total income \$218,053,957, disbursements \$217,152,733, insurance in force \$3,903,658,890, assets \$1,119,855,736, special contingency reserve \$7,815,342, surplus \$59,144,436. Its real estate amounts to \$30,465,017, its mortgage loans \$285,888,468, policy loans \$201,366,140, federal bonds \$54,549,068, other bonds \$460,393,959.

EQUITABLE LIFE OF NEW YORK

The annual statement of the Equitable Life of New York shows assets of \$1,520,707,379, gain \$49,010,372. Holdings of U. S. bonds were \$96,910,342, an increase of \$84,887,663. Cash is \$48,639,504. Payments to policyholders totaled \$219,919,118, of which \$64,994,589 represented death claims, and \$154,924,529 payments to living policyholders. The income, \$353,060,941, exceeded disbursements by \$73,938,607. New policy loans during the year amounted to \$79,543,000, a decrease of \$28,051,000 from the preceding year. Cash repayments by policyholders on existing policy loans totaled \$6,868,628. Outstanding policy loans at the end of 1933 were \$912,000 lower than at the end of 1932.

Dividends paid policyholders were \$42,498,070, making \$791,869,000 disbursed in dividends since organization. New ordinary business totaled \$319,867,066. New group life totaled \$79,764,668. Premiums in connection with new group pension contracts totaled \$4,594,873. The total premium income on group life, group accident and health and group pension business approximated \$24,000,000. New ordinary annuity contracts issued totaled 51,200, representing new premiums of \$46,104,250, the largest number and volume for any year in the history of the company. Annuities of all kinds in force Dec. 31 totaled 174,210 in number, representing contractual annual payments of \$88,212,374 to annuitants. The outstanding insurance is \$6,196,495,744. New life business written since Nov. 1 shows a plus over the corresponding months of a year ago.

PENN MUTUAL LIFE

The Penn Mutual issues this year its 86th annual statement. Since it was organized it has paid \$911,310,663 to policyholders. The assets are \$530,453,764, increase \$15,865,490. It paid policyholders last year \$72,456,649, of which \$22,993,097 were death claims, and \$49,463,553 went to living policyholders. It paid \$15,146,008 in dividends. The Penn

Mutual has \$6,934,114 cash in bank, \$26,177,558 in federal government bonds, \$32,595,586 in other government bonds, \$102,498,553 in railway, equipment, utility and other bonds, \$11,467,936 preferred and guaranteed stocks, \$180,959,295 mortgages, \$118,436,793 policy loans, \$28,657,207 real estate including \$8,555,293 home office. Its mortality fluctuation reserve is \$6,750,748 and its general surplus \$19,481,382. Its dividend surplus is \$12,750,000. Its new business last year was \$140,916,321 and its insurance in force was \$1,897,343,490. The company is thus shown to be in magnificent shape. There was a heavy volume of annuities last year.

MONTANA LIFE OF HELENA

The Montana Life of Helena, Mont., is issuing its 24th statement, showing assets \$12,319,501 of which federal treasury certificates are 3.66 percent, cash .62 of 1 percent, government bonds 16.42 percent, utility 22 percent, all others 9.01

percent, making total 47.43 percent in bonds. Its mortgages are 10.21 percent, policy loans 29.88 percent, real estate including home office 4.43 percent. Its contingency reserve is 3.88 percent and it carries surplus to policyholders 12.18 percent, the latter item being \$1,500,000. Its ratio of assets to liabilities is 119.13 percent. In its assets bonds in default are listed, they being .24 of 1 percent. Its insurance in force is \$41,788,445 as compared with \$45,889,717 the year before. Its assets increased from \$12,183,406 in 1932 and the contingency reserve increased from \$304,038, that item being \$478,579. The new business last year showed an increase of 5 percent, while its record so far this year is about 100 percent.

VOLUNTEER STATE LIFE

The annual statement of the Volunteer State Life of Chattanooga has been issued showing over 31 years of high grade service. Its assets are \$22,017,528 of which \$5,517,624 constitute mortgage loans, \$2,356,216 bonds, \$4,398,523 real estate including home office building, \$8,818,141 policy loans, \$580,206 cash, capital \$500,000, contingency reserve \$618,954, surplus \$500,000, insurance in force \$108,751,557. The com-

pany is in excellent shape as evidenced by its statement.

FIDELITY UNION LIFE OF DALLAS

The Fidelity Union Life of Dallas, Tex., in its new annual statement shows assets \$1,925,809 of which \$141,672 is cash, \$166,291 municipal and government bonds, \$781,229 mortgages, \$199,389 home office building and other real estate, \$395,747 policy loans and premium notes. It has capital \$225,000 and net surplus \$87,516. The company therefore is in excellent condition. It increased its assets \$350,000 last year, the surplus was increased \$64,000. The Texas insurance department made an examination of the Fidelity Union Life at the close of the latter part of last year and it said in commenting on the company: "As a result of our examination, it is gratifying to be able to report that the Fidelity Union Life has had a rapid, yet conservative growth. The mortality experience has been very favorable. Expenses are low, and considering the present economic conditions, the yield on investments has been good."

President Earl B. Smyth in his report makes the following comment: "When we reflect upon the economic problems of the past year, we feel that the advancement of this company along

1st
IN THIS
SERIES

THE HOME LIFE LOOKS FORWARD

FOREWORD

THIS BOOK is directed primarily to those men and women who may be contemplating an association with the Home Life Insurance Company of New York. They are entitled to know in detail of the permanent facts which will throw light upon the advisability of such an association. Here are some of the things which anyone contemplating an association with this Company should consider carefully:

First: The kind of the Company is related to its history and tradition.

Second: The present financial status of the Company and how it has been the result of the policies through which we have grown.

Third: The Home Life policy is not a mere life insurance, but a plan of life insurance which includes the best of all insurance plans.

Fourth: When the Company has to offer to the insured policy and to him to make certain the insured policy and to him to make certain the insured policy and to him to make certain the insured policy.

Fifth: The plan of the Home Life policy and the insured policy and to him to make certain the insured policy.

Under these headings we have attempted to set forth briefly, but adequately the principal facts of which we have not thought it necessary to give you a full and complete statement. You are entitled to any information that will throw light upon the wisdom of the important decision you must make.

This is one of a series of advertisements, reproducing the pages of a new book, "The Home Life Looks Forward", which has just been published. If you care to have a copy of the entire book, write now to Cecil C. Fulton, Jr., Superintendent of Agencies.

HOME LIFE INSURANCE COMPANY
256 BROADWAY, NEW YORK, N.Y.

ETHELBERT IDE LOW
Chairman of the Board

JAMES A. FULTON
President

The LIFE INSURANCE COMPANY of VIRGINIA

INCORPORATED 1871 :: HOME OFFICE—RICHMOND, VA.

Sixty-Third Annual Statement DECEMBER 31, 1933

ASSETS

Cash on Hand and in Banks.....	\$ 2,428,771.21
United States Government Bonds..	6,154,738.58
State, Municipal and County Bonds	3,550,928.62
Public Utility Bonds.....	5,036,800.32
Railroad Bonds.....	2,702,994.78
All Other Bonds.....	1,225,809.58
Stocks.....	1,407,029.75
Mortgage Loans on Real Estate.....	37,853,269.77
<i>Including Loans on Farm Properties, \$390,628.57.</i>	
Real Estate.....	1,864,057.32
<i>Used and/or Held for Home Office Purposes.</i>	
Real Estate.....	2,788,149.56
<i>Acquired by Foreclosure of Mortgage Loans.</i>	
Loans to Policyholders.....	7,869,820.29
<i>Secured by the cash value of their Policies.</i>	
Interest Due and Accrued.....	1,411,736.14
<i>On Investments and Policy Loans.</i>	
Installments, not yet due, of current year's premiums, premiums in course of collection and premiums extended—secured by Policy Reserves.....	1,078,859.12
Other Assets.....	12,205.76
TOTAL ADMITTED ASSETS...	\$75,385,170.80

LIABILITIES

Policy Reserves.....	\$58,717,765.00
<i>Being the amount which, together with future premiums and interest, will pay all claims as they mature. This is known as "legal reserve."</i>	
Reserved for Policy Claims.....	466,917.87
<i>Claims in course of settlement and reserve for claims incurred but not reported to the Company at the close of the year.</i>	
Premiums and Interest Paid in Advance.....	423,784.57
Reserved for Taxes, Commissions, Expenses and all Other Liabilities	488,898.03
Special Reserve for Employees' Retirement, Insurance and Disability Plan.....	650,000.00
Special Contingency Reserves.....	4,000,000.00
<i>For possible depreciation of assets and possible excess mortality.</i>	
TOTAL LIABILITIES AND SPECIAL RESERVES.....	\$64,747,365.47
Capital Stock.....	\$5,000,000.00
Surplus.....	5,637,805.33
Surplus of Assets over Liabilities and Special Reserves.....	10,637,805.33
TOTAL.....	\$75,385,170.80

Summary

Assets.....	\$ 75,385,170.80
Insurance in Force.....	\$377,283,939.00
Capital, Surplus and Special Contingency Reserves.....	\$ 14,637,805.33
Total Payments Under Policy Contracts Since Organization.....	\$ 89,062,156.22

sound and constructive lines was all the more significant. We are gratified to report a marked improvement in every phase of our business in recent weeks. It is our confident belief that 1934 will witness the greatest progress the company has yet achieved in any year of its history."

Tobin Appointed Conservator

Tennessee Commissioner Takes Charge of Independent Life of Nashville Under Court Order

NASHVILLE, TENN., Feb. 22.—Insurance Commissioner J. S. Tobin has been appointed conservator for the Independent Life of Nashville, and took charge of the company Monday. A recent examination unearthed conditions which prompted the chancery court to appoint a conservator. This action was agreed upon by all parties interested to allow time for obtaining further necessary information relative to its affairs, which the recent examination disclosed in part.

The exact status of the company should be determined at an early date and the improvement, if any, revealed.

Paul S. Roberts, president since 1910, and Miss May Maguire have resigned. The company, organized in 1908, writes principally industrial insurance and has approximately \$18,000,000 insurance in force, about \$16,000,000 industrial and \$2,000,000 ordinary. It operates in Tennessee, Kentucky, Ohio, Alabama, Texas and North Carolina. Its statement at the close of 1932 showed capital of \$200,000 and surplus \$110,000.

Ads in Michigan Newspaper Warn Against Aid Outfits

DETROIT, Feb. 22.—The fact that cheap "protection" is being offered residents of Michigan by several self-styled "aid societies" operating on the post mortem assessment plan and claiming exemption from state supervision, was called to the attention of the insuring public in a series of advertisements placed in Michigan newspapers last week by the Detroit Better Business Bureau's life insurance department.

Low prices are quoted for bait and efforts are being made to switch victims out of valuable policies in recognized companies in exchange for alleged "protection" of very questionable character. There is nothing particularly new in this except that several of the "aid societies" have redoubled their efforts in Michigan in recent weeks, resulting in from eight to ten inquiries per day to the bureau for information on these organizations.

Agency Secretary Union Central

E. J. Schindler has been appointed agency secretary by the Union Central. He was formerly manager of the policy issue division of the insurance department and has been with the company 10 years.

Pan-American Mississippi Meeting

Mississippi agents of the Pan-American Life held a one-day conference in Jackson. Miss B. B. MacFarlane of New Orleans, who supervises the territory, presided at the conference.

Citizens Limited Life Election

Directors of the Citizens Limited Life of Omaha have elected O. G. Allison, Lincoln, Neb., president and re-elected H. L. Babcock, Lincoln, secretary-treasurer. Harry S. Byrne of Omaha, a director, presided.

Myatt Mississippi Manager

L. J. Myatt, manager of the Liberty National Life at Selma, Ala., is made Mississippi manager for ordinary and industrial. His office is in the Three-foot building, Meridian.

Kimball Chosen President of Volunteer State Life

A. L. KEY BECOMES CHAIRMAN

New Chief Executive Well Fitted for His High Position—Prominent in Chattanooga

Col. R. H. Kimball, executive vice-president of the Volunteer State Life of Chattanooga, was elected president last week, succeeding Commodore A. L. Key, who carried out a decision announced publicly two years ago that he would retire from office. Commodore Key was elected chairman of the board. Colonel Kimball was made executive vice-president in 1931 and has been a director since 1924. Z. Carter Patten was reelected vice-president; A. V. Moringo, agency vice-president; S. L. Phelps, secretary-treasurer; A. E. Archibald, actuary.

New Directors Chosen

The following new directors were elected in addition to those who were reelected: Carter Lupton, president Dixie Mercantile Company; T. R. Preston, president Hamilton National Bank; George H. Patten, vice-president and secretary Chattanooga Medicine Company; S. L. Probasco, vice-president American Trust & Banking Company, and Gaston C. Raoul, president Tennessee Furniture Company.

Commodore Key in his annual report showed that the company had made substantial increase in business, stating that during the last eight months there had been gradual evidence of an upturn. The production was 3 percent over that of 1932. Last year the Volunteer State paid to policyholders \$3,987,453. No money has been borrowed and the company has increased its strong cash position. New investments are being made in high grade bonds.

Key Has Long Been Manager

The Volunteer State Life was organized in 1903 by the late Z. C. Patten, who was its first president. Commodore Key has had the active management for the last 22 years as vice-president and general manager and has been president since 1925. The company has grown and prospered under his leadership.

Two years ago Colonel Kimball was elected executive vice-president and at that time Commodore Key announced that he would retire at the end of two years. Colonel Kimball has been an active force in business and civic affairs since he went to Chattanooga after retiring from the army in 1921. He had been engaged in management and development of large real estate holdings and investments. He has also been connected with a number of industrial enterprises. Colonel Kimball served as director and later president of the Chattanooga chamber of commerce, and is a former president of the community chest. He is a forceful character, a popular man personally and has plenty of drive in him.

Union Central Office Revision

This week P. J. Clark, vice-president of the Union Central, is moving his office into that connecting with the office of President Cox in Cincinnati and formerly occupied by the late Vice-president G. L. Williams, while Mr. Clark's old office is being occupied by Vice-president E. E. Hardcastle. Mr. Hardcastle is taking on new duties since the annual meeting when J. R. L. Carrington was made actuary. Mr. Hardcastle, whose office is connected with that of Vice-president Hommeyer, will take charge of several departments formerly supervised by Vice-president Williams, including the "old business" department.

Acacia Salesmen Sold MORE in 1933

26% increase in Net New Business in 1933 over 1932
22% increase in number of policies paid for, 1933 over 1932
14% increase in amount of paid for business, 1933 over 1932
22% increase in number of policies reinstated, 1933 over 1932
13% increase in amount of reinstated business, 1933 over 1932
53% increase in assets during the four depression years
Income in excess of all disbursements for 1933, \$2,917,889.04

WHY DO OUR AGENTS FIND THE PUBLIC SO RESPONSIVE TO THEIR EFFORTS?

Because Acacia's premium rates are much lower than those of *any other* mutual old line company, lower than many stock companies, because Acacia maintains its record for real low net cost insurance.

"Providing for the future," is Acacia's business. It has more than \$50,000,000 of assets to back up its guarantees and contracts. See below Acacia's Summary for 1933 and its past four year record of growth. Even through years of depression, Acacia continues to progress, and its policyholders to profit.

SUMMARY OF ANNUAL REPORT

As of December 31, 1933

ASSETS:

First mortgage loans on improved real estate.....	\$20,419,901.91
Real Estate	5,794,212.76
U. S. Government Bonds.....	1,060,784.46
Other bonds	3,096,849.60
Stocks	215,036.79
Cash in banks and in office.....	1,211,574.24
Loans on Company's policies.....	15,776,962.78
Net premiums in process of collection.....	3,428,352.72
Interest accrued	879,211.98
Other assets	225,888.68
Total Assets	\$52,108,775.92
Less Furniture, Equipment, and other non-ad-	
mitted assets	208,206.34
Net Assets	\$51,900,569.58

LIABILITIES AND RESERVES:

Legal reserve to protect policyholders—American	
Experience Table of Mortality and 3½% in-	
terest on all policies.....	\$48,069,319.03
Reserve for dividends to policyholders.....	909,347.24
Reserve for accrued taxes.....	164,817.81
Premiums and interest paid in advance.....	349,348.98
Miscellaneous	325,092.37
Contingency reserve for fluctuations in	
security values	\$ 775,000.00
Unassigned Surplus	1,307,644.15
Additional reserves for protection of policyholders..	2,082,644.15
	<u>\$51,900,569.58</u>

FOUR-YEAR RECORD OF GROWTH

	1930	1931	1932	1933
Amount Paid to Living Policyholders, including				
Dividends	\$ 2,154,463.34	\$ 2,839,366.05	\$ 4,129,451.16	\$ 4,688,201.43
Amount Paid to Beneficiaries.....	1,980,028.14	1,989,086.02	2,087,549.25	2,240,944.68
Assets	39,465,105.75	45,027,879.14	49,111,969.01	52,108,775.92
U. S. Government Bonds and Cash.....	683,097.70	425,174.00	1,025,658.37	2,272,358.70

1930
and
1931
and
1932
and
1933

Amount Paid to Policyholders... *each year* LARGER THAN ANY PREVIOUS YEAR

Amount Paid to Beneficiaries... *each year* LARGER THAN ANY PREVIOUS YEAR

Assets... *each year* LARGER THAN ANY PREVIOUS YEAR

U. S. Gov't. Bonds and Cash... 1932-1933 LARGER THAN ANY PREVIOUS YEAR

ACACIA MUTUAL LIFE INSURANCE COMPANY

Chartered by the Congress of the United States, March 3, 1869

WM. MONTGOMERY, President

HOME OFFICE:

101 Indiana Avenue, Washington, D. C.

Branches in Sixty-Two Principal Cities

"ROSES and DRUMS"

— the only *life insurance* program on a major network!



The cast of "Roses and Drums" in costume for a broadcast of one of the Civil War episodes. Jack Roseleigh as Gen. Longstreet; Charles Waldron as Gen. Bragg; Elizabeth Love as Betty Graham; Walter Connolly as Col. Bendon; Guy Bates Post as Gen. Grant; and Arthur Maitland as Brig. Gen. Smith. Right: Reed Brown, Jr., as Capt. Gordon Wright, and John Griggs as Capt. Randy Claymore.

"UNION CENTRAL LIFE presents . . . Roses and Drums", says David Ross every Sunday evening at 5 o'clock (EST) over the Columbia Broadcasting System. Life insurance prospects all over the country pull their chairs closer and the show begins.

With a cast of famous stars in a stirring and romantic story against a background of American history, "Roses and Drums" has increased its popularity more than 300% in the two seasons it has been on the air!

This program gives Union Central representatives the benefit of one of the most powerful forces of modern selling — spoken sales messages delivered under ideal conditions right in the prospect's home!

"Roses and Drums", supported by outstanding advertising in leading magazines, is helping to open more doors, to get more interviews, and to close more cases for Union Central agents every month.

The
UNION CENTRAL
Life Insurance Company

CINCINNATI

Life-Trust Men Agree on Statement of Principles

SEEK TO END COMPETITION

Accord Reached at A. B. A. Trust Division Meeting Going to Executive Committees for Action

The entente cordiale between life insurance men and trust officers of banks was reaffirmed at the mid-winter trust conference in New York City, when life insurance men met with the trust division of the American Bankers Association. A new statement of principles was read.

J. A. Stevenson, chairman executive committee Association of Life Agency Officers, and manager Penn Mutual home office agency, Philadelphia, discussed life insurance-trust relationships in practice from the life underwriter's point of view. He said any problems which have arisen to interfere with the smooth functioning of life insurance trusts have not been due to any inherent defect in the plan. He concluded that if policies of trust departments are determined by trust-minded men, the services of trust departments are directed by men whose background of information and experience insures competent management, and if some plan guaranteeing security to beneficiaries can be evolved, the problems will solve themselves and there could be no question that life agents would give whole hearted cooperation in furthering the insurance trust plan.

Trust Man's Viewpoint

G. T. Stephenson, vice-president Equitable Trust Company, Wilmington, Del., discussed insurance trusts from a trust man's point of view. He outlined ten things which he wished a life agent would not do: (1) Confuse commercial banking and trust business; (2) state or intimate that trust institutions in general are motivated by self-interest in selecting trust investments; (3) create the impression that investment practices of trust institutions are basically inferior to those of the insurance companies; (4) create impression that trust company administration of life insurance proceeds is more expensive than life company administration; (5) represent that a life company offers trust service unless it actually does so; (6) upset existing life trust arrangements in making contacts to sell additional insurance; (7) emphasize the guaranty features of life company income without making complete statement about trust company income; (8) discourage people from making wills by over-emphasizing the possibility of contests and excessiveness of probate procedure; (9) undertake to give technical advice on trust matters; (10) represent the insurance trust and policy options as being competitive modes of settlement.

Statement of Principles

The statement of principles of cooperation between life men and trust companies was read by J. W. White, trust officer Mercantile-Commerce Bank & Trust Co., St. Louis, Mo., and chairman committee on insurance trusts, trust division American Bankers Association. The statement was evolved in joint conferences of committees of the trust division and the National Association of Life Underwriters, Franklin W. Ganse of Boston, John Hancock Mutual, being chairman of the life underwriters' committee.

The statement finds the life insurance trust relationship inevitable, focusing on estate analyses and insurance settlements. It is stated that the life insurance trust is a mode of settlement, but one that requires introduction of a trustee and is not a substitute for the modes of settlement found in life poli-

Official Promoted



J. B. BLANDFORD

J. B. Blandford has just been promoted from assistant secretary to assistant vice-president of the Washington National of Chicago. He entered insurance 20 years ago as clerk in a district office in Louisville. Then for two years he was in the field as agent and in other capacities. He became assistant secretary at the home office in 1923.

Commissioners Confer With Washington NRA Authorities

Members of the executive committee and other representatives of the National Convention of Insurance Commissioners met in Washington Tuesday with A. D. Whiteside, deputy administrator of the NRA to discuss the proposed code of fair practices filed by the National Association of Insurance Agents. Those on hand were Brown of Massachusetts, Deputy Commissioner Gough of New Jersey, Boney of North Carolina, Olsness, North Dakota, and J. J. Magrath, head of the New York rating activities. The commissioners are opposed to such a code on the ground it would result in confusion and conflict as between state and federal authorities.

cies; nor should either be considered competitive with the other.

The two committees agree that the life insurance-trust mode of settlement should be especially considered in these situations: (1) When flexibility of administration and exercise of discretionary powers are needed; (2) when in connection with business insurance there is need for an impartial and responsible third party to carry out the plan promptly and faithfully; (3) when the immaturity, inexperience or incompetence of beneficiaries create a need for services of a local, experienced and impartial financial adviser; (4) when primary purpose of the insurance is to safeguard the estate against complications and shrinkage due to debts, taxes and administration expenses.

A section in the statement holds that advice of life underwriters and trust men should be restricted to their respective fields, and another that they should act in concert on changes in estate plans.

The statement is to be considered by the executive committees of the trust division and the National association, and if adopted will be placed in the hands of life agents and trust officials throughout the country.

Daniel Carlton of Detroit, has been appointed district agent of the Provident Mutual Life in Escanaba, Mich. He is a native of Escanaba but has been in Grand Rapids, Ann Arbor and Detroit in recent years.

New York Finds Companies in More Liquid Condition

TESTED AND NOT WANTING

Superintendent Van Schaick Says Restrictions Ordered During the Year Were Highly Desirable

ALBANY, N. Y., Feb. 22.—Life companies doing business in New York state possessed cash and government bonds totaling \$1,170,373,900 on Dec. 30, 1933, as against \$652,887,951 as of Dec. 31, 1932, it is disclosed in the report of the state insurance department submitted to the legislature by Superintendent Van Schaick. This represents an improvement in liquidity of more than 79 percent during 1933. Cash on hand and in banks increased from \$276,-

070,201 at the end of 1932 to \$398,242,899 at the end of 1933. Similarly, the holdings of life companies in governments increased from \$376,817,750 to \$772,131,001 during 1933.

The financial strength of life companies transacting business in New York is confirmed again by their activities during 1933 and their condition at the end of the year, the report declares. In the opinion of the department the restrictions and limitations to which life companies must conform by law have been material factors in enabling them to come through the most disastrous year of the depression in a manner to justify the confidence which their policyholders have in them.

Superintendent Van Schaick includes in his report a full account of the policy loan and cash surrender value rulings made by him under the emergency powers granted by the legislature last year. These restrictions which were imposed during the bank holiday were relaxed from time to time in order that

policyholders might receive all possible assistance in meeting the financial necessities of their families and businesses. They were rescinded entirely in September when it appeared that the conditions in this state which had necessitated the restrictions had passed. A tense situation was thus successfully ended.

Heads Equitable Agencies

Paying for more than \$1,000,000 in January, the Bleetstein agency led the Greater New York metropolitan district of the Equitable Life of New York in paid business for the month. The agency was seventh among the company's agencies countrywide, and showed an increase of 20 percent in volume and 15 percent in premiums over January 1933. A large part of the agency's January business was in annuities. The total volume was the largest placed since January, 1932.

Argue Illinois Question of Appointment of Receivers

The Illinois supreme court this week heard oral argument on the question whether the insurance director or courts have the power to appoint receivers for insurance companies. This point was raised in the failure of the Peoria Life, Peoria, Ill., when Circuit Judge J. M. Niehaus of Peoria appointed his own receiver following announcement by Insurance Director Palmer of appointment of another man as receiver.

Director Palmer's Contention

Assistant Attorney-general D. J. Kadyk, representing Mr. Palmer, held that law gives the sole power to the state official, and asked for an order requiring Judge Niehaus to recede from his insistence upon retention of his appointee as a co-receiver.



71 years in business; 98 millions paid policyholders in 1933, 973 millions paid since organization.

Total Insurance in force \$3,411,708,382.00.

Total admitted assets \$655,664,366.32; policy reserve \$546,151,593.00; other liabilities \$65,359-172.98. Increase in Assets \$16,208,674.81.

Assets include:

Cash in Office and Banks\$15,568,825.63
United States Government Bonds and Notes ... 20,406,584.49
Short-term obligations of other government bodies 9,071,101.38

Special Contingency Reserve \$15,000,000.00, General Safety Fund \$44,153,600.34, making a total Emergency Fund of \$59,153,600.34. Increase in Safety Funds \$1,582,980.43.

New Insurance Paid-for, including Revived and Increased, \$633,084,546.00.

Financial Strength and Stability-----

As revealed by the twenty-fourth annual statement of the Montana Life Insurance Company.

ADMITTED ASSETS
\$12,319,501.12

These assets are distributed, on a percentage basis as follows:

U. S. Treasury Certificates (Amortized) ..	3.66%
Cash on Hand.....	0.62%
Bonds—State, County & City, 16.42%; Public Utility, 22.00%; All Other, 9.01%	47.43%
Interest due and Accrued.....	1.24%
Bonds in default on interest (carried at market value December 31, 1933, \$29,825) only	0.24%
First Mortgage Loans.....	10.21%
Policy loans	29.88%
Stocks	(none)
Real estate (including Home Office which represents 1.54%)	4.43%
Renewal premium notes.....	0.61%
Other Assets	1.68%

100.00%

LIABILITIES
\$12,319,501.12

These liabilities are distributed, on a percentage basis as follows:

Policy Reserves	80.53%
Instalment Payments to Beneficiaries.....	1.00%
Reported Claims	0.25%
Reserves for Unreported Claims.....	0.12%
Death Claims Due and Unpaid.....	(none)
Premiums and Interest paid in Advance..	1.00%
All Other Liabilities.....	0.15%
Reserve for Taxes Payable in 1934.....	0.89%
Contingency Reserve	3.88%
Surplus to Policyholders.....	12.18%

100.00%

Surplus to Policyholders \$1,500,000

One of the Strongest Life Insurance Institutions Regardless of Size

Ratio of Assets to Liabilities	
1930	114.89%
1931	116.51%
1932	117.38%
1933	119.13%

We have a few desirable general agency openings in Oregon, Washington and Idaho that will appeal to good low pressure agents who appreciate exceptional financial strength and security. An unrivaled line of policies plus a proven New Organization Building Plan, and a liberal commission contract, will prove attractive to the right type of man.

**MONTANA LIFE
INSURANCE COMPANY**

"Enduring as the Mountains"

HELENA

MONTANA

Proposal of Peoria Mutual Is Now Before the Court

FEATURES OF THE CONTRACT

Hearing on the Terms Will Be Held
Saturday Before the Circuit
Court Judge

PEORIA, ILL., Feb. 22.—The proposed contract of the Peoria Mutual Life to take over the assets of the Peoria Life and to put into effect the mutualization plan heretofore adopted by the court was presented to Judge Niehaus this week. A rule was entered setting next Saturday morning for the state insurance department and all other persons interested to show cause why the court should not approve the contract and direct the receivers for the Peoria Life to carry it into effect.

Principal Points in the Contract

The principal points in the contract are:

1. An initial lien of 50 percent of the "net equity" is to be placed against each policy of life insurance. As soon as practicable and in any event, if possible on Dec. 31, 1935, and at the end of each two-year period thereafter until Dec. 31, 1943, or until prior date as liens may have been finally paid, disbursements shall be made from unassigned surplus to reduce or retire the liens. Liens shall bear interest at 3½ percent from Nov. 15, 1933.

Claims Payable in Full

2. Death, disability, accidental death claims and installment settlements and annuities incurred and matured prior to the receivership will be paid in full. Claims occurring since the date of receivership will be paid in full under a plan of waiving the liens placed against policies.

3. Policyholders will continue to pay the same premium set in their present policies, interest on liens being allowed to accrue.

Policies Become Participating

4. All policies immediately become participating and are entitled to share in the profits of the new company.

5. The new company is organized upon a mutual legal reserve basis and shall receive out of the first assets transferred from the receivers of the Peoria Life to the new company a guarantee capital paid-in of \$200,000 and a surplus paid-in of \$800,000.

6. For dissenters, who do not desire

Twelve Billions Paid by Insurance Companies

John H. Egloff of Hartford, supervisor agency field service of the casualty lines of the Travelers, in a talk before the Boston Advertising Club said that the last three years have proved to a large extent that insurance is something which is very tangible. The life companies poured out nine billions of dollars exclusive of policy loans during that time. Of this amount nearly six billions went to living policyholders and the rest was paid to dependent beneficiaries. Payments to policyholders by fire and casualty companies have averaged at least \$1,000,000,000 a year annually. Therefore the American public has received from insurance companies during the last three years cash benefits in amount of \$12,000,000,000.

to avail themselves of terms of the agreement to be entered into with the new company, the court shall set aside assets and securities of a value equal or in excess of 50 percent of the total of the "net equities" of policyholders entitled to cash surrender values under the terms of their policies in a trust fund for liquidation and distribution to such policyholders.

Objections Are Made

After the presentation of the contract to the court by Attorney S. F. McGrath, acting for M. M. Baker, president of the Peoria Mutual Life, the first objection to the proposal was filed by C. F. Lorch, a policyholder. Eight specific objections are contained in his document. He claims that the new company is not authorized to do business in Illinois or any other state and therefore it could not enter into a legal contract. J. B. Wollenbarger, former general counsel for the Peoria Life, filed a petition for himself and his brother, J. C., of Nauvoo, Ill., to intervene. Judge Niehaus denied the petition to intervene as stockholder on the ground that stockholders are already in court through the corporation itself.

Ernest W. Owen, Detroit manager Sun Life of Canada, who will address the Louisiana sales congress in New Orleans March 28 on "Making the Sale," will also fill speaking engagements at Mobile and Birmingham, Ala., while in the south.

AGENTS — GENERAL AGENTS — MANAGERS ATTENTION!

Save yourself hundreds of \$'s in time and gasoline. A PROVEN PLAN for using the telephone to get definite appointments regarding insurance—even among strangers whom you have never met. A systematic Telephone procedure that works and is working! How wonderful it is to work on definite appointments—to know where you are going each minute of the day AND THAT YOU ARE EXPECTED. NO SUBTERFUGE OR MISREPRESENTING your business to get the appointment! ACTUALLY STATE YOUR BUSINESS! This is a simple telephone process and will work with wonderful efficiency resulting in a definite appointment at a definite time and the prospect will KNOW that your business is INSURANCE.

Here Is a Purchase You Will Not Regret!
Invest \$1.00 Where It May Return You Thousands!

Name
Company
Address

Pin Check or \$1.00 Bill
and
MAIL
Use the Telephone
More in Your Business

TESTED SELLING SYSTEMS
Minneapolis, Minnesota 4226 Washburn Ave., So.

Battery of 16 Notables to Lead New York Congress

TO HOLD AS MANY SESSIONS

Chairman Patterson of Committee in
Charge Announces Plans, Author-
Radio Commentator to Speak

NEW YORK, Feb. 22.—H. V. Kaltenborn, author, lecturer and radio commentator, will be the speaker at the annual banquet of the New York City Life Underwriters Association March 8, following the annual sales congress.

Lloyd Patterson, general agent Massachusetts Mutual and chairman sales congress committee, has assembled interesting facts about the 16 speakers who are to conduct the 16 sessions in the morning, which will be run in two shifts, with eight sessions running simultaneously. Mr. Patterson's thumbnail sketches give promise that no matter which of the 16 one elects to attend he can be sure of a worthwhile meeting competently handled.

Background of Session Leaders

The line up is:

W. Stanton Hale, Penn Mutual. Has ideas about the method of and necessity for prospecting for new men, which have proven practical and made for him an enviable record.

Stacey K. Beebe, Union Central. A recognized authority on general business problems. One of the leaders in production of the Union Central for many years. President of New York chapter, Harvard Business School Alumni. His large clientele in New York financial field makes him particularly adaptable to this subject.

Carl H. Mason, State Mutual. A substantial and consistent personal producer for six years. An exceptional student of life insurance, particularly able on the approach.

Arthur V. Youngman, Mutual Benefit. Personal producer, nine years, million-dollar class. His personal qualities, direct ability, and aptitude in teaching others to sell have brought him to a position as a leader of a group of 20 young salesmen, in which work he has been outstandingly successful.

Harry Phillips, Jr., Penn Mutual Life. Entered life insurance 1931 as the life insurance depression started. In spite of this, paid for over \$1,300,000 during his first year and \$1,500,000 his second year, averaging 100 cases per year. Has written every form of coverage, stood third high in Penn Mutual for 1933. His record is outstanding among newer agents throughout the country.

Glenn B. Dorr, Northwestern Mutual. In addition to managerial duties, Mr. Dorr has personally paid for \$6,000,000 in seven years. President New York chapter, C. L. U. One of the outstanding life insurance men. Formerly associated with Chase National Bank.

Great Variety of Talent

Charles McC. Heissenbuttel, Travelers. Former advertising man, entered life insurance in 1916. One of his company's most consistent and leading producers, showing increase in business each year. Answering objections is the least of his worries.

George J. Kutcher, general agent, Northwestern Mutual. Paid for over \$1,000,000 every year since 1923. Has thorough, unique and original interpretation of life insurance, putting him in distinct class by himself, plus enthusiasm and pep second to none.

James A. Tyson, general agent Guardian Life. Successful personal producer and general agent in Pennsylvania and later in New York City for Guardian Life. Enthusiastic exponent of program insurance and "The Little Blue Book."

C. Preston Dawson, New England. Personal producer, educational director, and agency manager. Has had marked success in building man-power.

E. H. White, Aetna Life. Fifteen years in the business, including experience as home office executive, general agent and personal producer. C. L. U., 1930. Now in charge of estate planning department, Luther-Keffer agency, and law student, Fordham University.

Leon Gilbert Simon, Equitable of N. Y. Past president New York City Life

Underwriters Association, and active on National association committees. Author of books on inheritance taxation and business insurance. Lecturer at N. Y. University life insurance course, and in great demand as a public speaker.

Women Leaders on Program

Mrs. Kathryn Ford, Mutual Life of New York. Entered life insurance in 1927 in New York City after completing New York University training course. One of the organizers of the League of Insurance Women, of which she is now president.

Mrs. Emma H. Ditzler, Connecticut Mutual. Discovered her selling ability during world war in successful disposition of liberty bonds for the government. In

1922 entered life insurance and made a most unusual record for the past nine years of having written at least one application every week. Most of her business is on the lives of women.

Richard D. Lichtermann, Massachusetts Mutual. Associate general agent and production manager, Keane-Patterson agencies. Eighteen years' experience in every phase of life insurance business. Expert in arrangement of life insurance estates and a student of psychology.

Clancy D. Connell, general agent, Provident Mutual. Past president New York City Life Underwriters Association. Vice-president of the New York state association and active on several committees of the National association. An authority on time control. Through

his wide experience he is excellently equipped for any phase of life insurance selling.

Drop Non-Admitted "Ads"

COLUMBUS, O., Feb. 22.—Cooperating with the Better Business Bureau of Ohio, the insurance department has induced a number of newspapers not to carry advertising for unauthorized companies. Some of these carry on their business solely by mail, and a number of them advertise over the radio. Latest papers to accede to the department's request are the Columbus "Dispatch" and "Ohio State Journal."

Sun Life Assurance Company of Canada HEAD OFFICE - MONTREAL

INCORPORATED 1865

Extracts from Directors' Report—1933

ASSURANCES IN FORCE, December 31, 1933 - - - - - \$2,770,453,871

This large amount, the accumulating estates of nearly a million Sun Life policyholders, will become payable to them or their dependents during this generation—a stabilizing factor of great social and economic value.

NEW ASSURANCES PAID FOR - - - - - 216,567,441

INCOME - - - - - 152,235,821

DISBURSEMENTS - - - - - 127,505,801

EXCESS OF INCOME OVER DISBURSEMENTS - - - - - 24,730,020

PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES -

During the year 1933 - - - - - 97,457,059

Since Organization - - - - - 800,170,033

ASSETS - - - - - 624,146,035

Bonds: government, municipal, public utility and others; stocks, preferred and common; loans on mortgages; real estate; loans on Company policies; cash in banks, and other assets.

LIABILITIES - - - - - 609,965,832

Almost nine-tenths of this sum represents the policy reserve—the amount set aside to guarantee all policy payments as they become due.

PAID-UP CAPITAL (\$2,000,000) and balance at credit
of shareholders' account - - - - - \$3,342,547

RESERVE for depreciation—in mortgages and real estate 4,885,904

SURPLUS - - - - - 5,951,752

\$14,180,203

The valuation of bonds and stocks has been carried out on the basis prescribed by the Insurance Department of the Dominion of Canada and in conformity with the bases authorized by the National Convention of Insurance Commissioners of the United States, and the Superintendents of Insurance of the Provinces of Canada.

Policy liabilities have been valued by the full net level premium method, a standard more exacting than required by the Insurance Act of the Dominion of Canada.

The Statement of Accounts has been prepared on the basis prescribed by the Insurance Act of the Dominion of Canada, the security values being those authorized by the Dominion Insurance Department. The form of report adopted by the National Convention of Insurance Commissioners of the United States involves a different principle in dealing with certain items of business. Using this form of report, and valuing the bonds and stocks in conformity with the basis authorized by the National Convention, the results are as follows:

Assurances in force (paid for basis)	\$2,754,799,994
Assets	623,850,586
Liabilities, exclusive of capital stock and shareholders' account	609,768,673
Paid-up capital and balance at credit of shareholders' account	\$3,342,547
Reserve for depreciation in mortgages and real estate	4,885,904
Surplus	5,853,462
	14,081,913

Sun Life Assurance Company of Canada

Features Brought Out in Continental Life (Mo.) Case

MAYS STILL ON THE STAND

President of the Company Attacks Consulting Actuary Good of Missouri as Being Unfair

ST. LOUIS, Feb. 22.—The trial in the suit of Insurance Superintendent O'Malley against the Continental Life of St. Louis was interrupted Monday by the illness of Attorney Rassieur, who has been directing the defense. By agreement the case was continued until next Monday. President Ed Mays has been on the witness stand for 16 days and will resume his testimony on re-direct examination.

Consulting Actuary Good Attacked

President Mays in his testimony charged A. C. Good, consulting actuary and special examiner of the Missouri department, with making a false examination of the Continental Life in 1930. President Mays wrote to the then superintendent, J. B. Thompson, threatening to sue him on his bond if the re-

port were made public. President Mays charged Mr. Good with being hostile to him and unfair in his examination. Following President Mays' threat hearings were held and commissioners from 13 states including Missouri listened to the report and eliminated various portions before it was filed. The Continental Life attorneys attempted to get into the record the minority report made by California and Oregon officials who apparently did not agree with portions of the Good preliminary report. The portions of the 1930 report eliminated by the commissioners were pointed criticisms including deals with the Grand National Bank and the Wellston Trust Company; an alleged over issue of stock, suggesting that the interlocking affairs of the life company with other concerns in which President Mays was interested did not properly safeguard the Continental Life. Many of these charges were made in the department testimony in support of the receivership suit.

Inside Story of Stock Sale

One of the developments was the inside story of how the Continental Securities & Holding Company purchased 21,999 shares Continental Life stock, formerly held by the Inter-Southern Life controlled by Rogers Caldwell & Co. During the testimony it was

brought out that in January, 1929, the Continental Life borrowed \$400,000 from the Chase National Bank in New York City. President Mays had said that the life company had not borrowed anything from a bank or individual. He said afterward that he had forgotten about this loan and had no intention of deceiving the court.

Court Reprimands the Defense

Judge Ryan reprimanded President Mays and his attorneys on account of a letter that the company had sent to its agents in which it was predicted that they would disprove the charges of insolvency and mismanagement brought by Superintendent O'Malley. It was said the letter was sent out without the knowledge of E. B. Toler, agent for the court in charge of the affairs of the company since the suit was filed. It was revealed that the Continental Life since 1927, when Mr. Mays became president, had been compelled to pay \$84,520 for department examinations not including the expenses of the recent checkup of the Missouri department.

The house revenue and taxation committee of the Texas legislature has killed the Roberts bill, which would place an occupation tax on all life companies.

Prudential Is Celebrating Canadian Anniversary

Field representatives of the Prudential throughout Canada are observing the silver anniversary of that organization's first activity in Canadian territory. It was 25 years ago this month that the Prudential issued its first policies on Canadian lives from its own offices north of the border. E. J. MacIver, now an assistant secretary, and E. W. Porter, editor of publications, both of whom are natives of Canada, were selected to make preliminary surveys. Mr. Porter remained in the Dominion several years in a supervisory capacity.

There are more than 1,300 Prudential employees in the Dominion and nearly \$500,000,000 of insurance is in force.

Cleveland Agents Honored

Conservative Weekly Producers Are Featured at the Meeting of the Life Underwriters

The Cleveland Life Underwriters Association broke all former records at its meeting Feb. 16 with an attendance of 323. George Thobaben, secretary, read the names of 20 new applicants for membership making a total of 109 new members since the first of the year and a total membership of 484. J. H. Rutherford is chairman, and Wm. M. Liscom, vice-chairman of the membership committee.

President E. W. Brailey introduced eight members who were honor guests because of their unique record as consecutive weekly producers. Their records follow: J. H. Phipps, Provident Mutual and a director of the association, entered the business July 1, 1915, and became a member of the "C. W. P." in August of that year. His record today is 18 years and 33 weeks.

J. W. Wulf, Massachusetts Mutual, is second in the United States for his company and has a record of 17 years and 4 weeks. Jacob Grob and R. K. Kriss, Guardian Life, started together on "C. W. P." and have now completed 12 years and 4 weeks. Paul B. Caster, Equitable of Iowa, 9 years and 43 weeks. Preston Hanawalt of the Equitable of Iowa, 8 years and 41 weeks.

Miss Ethel M. Wood, Equitable of Iowa started on "C. W. P." when she entered the insurance business. She has now completed 4 years and 19 weeks. E. F. Schneerer, Massachusetts Mutual, has completed 4 years and 8 weeks.

The guest of honor was C. R. Smith, Massachusetts Mutual, Ann Arbor, Mich. His subject was divided into three important points, "The Agents' Time and How He Uses It," "Maintaining a Quota," and "Organizing a Sales Talk."

Actuarial Society Meeting Dates Changed to May 24-25

The annual meeting of the Actuarial Society of America will be held May 24-25 instead of May 17-18, which are the constitutional dates. The change was made in order to enable members attending the International Congress of Actuaries in Rome, May 4-10, to return in time for the society's annual meeting in New York.

Baker Heads Peoria Mutual Life

PEORIA, ILL., Feb. 22.—Murray M. Baker, former vice-president and general manager of the Caterpillar Tractor Co., has been named president of the newly organized Peoria Mutual Life, which is seeking to take over the Peoria Life, now in receivership. John Blossom, vice-president of the Central National Bank & Trust Co., continues as temporary secretary.



ORGANIZED SELLING METHODS

Effective, tested methods of telling a convincing story have now been developed for Minnesota Mutual Field Men to fit several "life situations"—

With us you have a way to find and proceed effectively with

Young Men

Employed Women

Children

Men who have to rebuild their whole program

A Minnesota Mutual representative knows how to keep supplied with such prospects to see—and he knows what to do when he goes to see them.

THE MINNESOTA MUTUAL LIFE INSURANCE CO.

Saint Paul, Minnesota

Loss of Two Big Cases Is Sidelight on Jumbo Risks

SMALL PRODUCER PREFERRED

Agency's Business in Force Reduced \$1,250,000 by Death and Inability to Pay

Some of the difficulties with jumbo lines which for the last two or three years have caused companies to be generally much disposed against large single risks, are seen in the experience of a large agency on two risks in the last month. The cases, on the books for several years, have gone off, one because of death, the other due to the policyholder's inability to pay for any amount of life insurance, although he was several years ago a wealthy man. The total thus lost is \$1,250,000 or about \$60,000 of annual premiums.

Both of these risks were at the time considered exceptionally good from the underwriting and inspection viewpoints. They were written by an agent who, as the depression progressed, found great difficulty in adjusting himself to changed conditions. He continued to live in the manner and according to the standards of the prosperity era. At the time he wrote these cases the agency considered the production a great feat. The agent was accorded all honors.

Unable to Write Small Cases

He could not, however, come down to writing \$1,000, \$2,000 and \$5,000 cases. And he could not find enough of the large cases, nor could he place enough of them when written, to sustain him. He has moved on to greener pastures. The sad part is that he is a life salesman of superior ability.

The case which went off the books due to death was \$750,000. The other was for \$500,000. This total represented about as much as the agency in question with 50 or 60 agents under contract wrote in its best month in the easy money days.

The agent in these two cases was a man whose production regularly for a number of years showed high peaks followed by deep valleys. He is the type upon whom agencies generally in this country today are not founding their business. Rather do they depend almost entirely upon the men who have steady production of \$100,000, \$150,000 or \$200,000 a year, who can be counted on to bring in an application or so every week, however small.

The ranks of the "millionaires" have been riddled by the depression. Practically the only ones who have survived are those who gauged the times, came to a realization that to maintain their million production yearly they must work a great many more hours every day and sell a great many more policies.

Only a few have been able to continue on the old prosperity basis of 10, 15 or 20 cases a year. Some of the outstanding records of the depression time have been made by men who qualified for their million or more with 200 or 300 risks, and in some cases even more.

Research Bureau to Hold Conference at Greensboro

The Life Insurance Sales Research Bureau will conduct a conservation conference at Sedgefield Inn, Greensboro, N. C., April 4, immediately following the round table of the Life Advertisers Association to be held at the same place April 2-3. Large attendance is expected. Similar conferences were held by the Research Bureau in 1931 in New York and St. Louis but this is the first one to be devoted to a discussion of problems peculiar to a

FIGURES FROM DECEMBER 31, 1933 STATEMENTS

	Total Assets	Inc. in Assets	Surplus	Sec. Fluc. Res.	New Bus. 1933	Ins. in Force Dec. 31, 1933	Change in Ins. In Force	Prem. Income 1933	Total Income 1933	Benefits Paid 1933	Total Disburse. 1933
Bankers Union Life...	301,553	48,034	203,308	644	1,900,819	3,305,833	13,835	116,103	139,052	28,503	100,610
Boston Mutual Life...	10,877,531	239,832	584,103	78,150	29,107,205	67,807,384	1,924,094	2,708,665	3,300,278	1,955,026	3,409,633
Confed. Life, Can...	94,038,094	2,220,555	7,458,734	39,302,970	361,044,888	13,028,632	14,242,159	20,892,150	12,852,454	16,835,423
Cont'l Assur., Ill...	18,683,327	845,651	2,254,209	250,000	28,179,656	164,638,314	2,904,507	3,668,495	*4,735,746	2,048,425	*3,686,732
George Washington...	4,977,669	277,499	125,000	42,291	2,264,516	20,082,562	3,484,401	574,788	875,419	810,371	1,151,527
Great West Life...	134,762,165	976,200	3,234,950	39,059,242	552,294,135	28,242,674	18,011,647	26,866,311	19,297,970	28,124,914
John Hancock Mut...	655,664,366	16,208,675	44,153,600	15,000,000	495,067,813	3,411,708,382	44,869,774	123,001,598	155,874,150	98,395,158	134,174,732
Knights Life...	4,437,859	61,919	472,549	154,776	23,550,777	50,398,064	1,569,285	1,259,429	1,467,224	849,506	1,448,315
Lamar Life...	9,839,674	25,602	1,010,000	335,000	9,412,581	59,533,531	2,691,102	1,527,884	2,158,982	1,445,969	2,065,529
Liberty Natl., Ala...	2,337,410	79,383	386,757	728,457,696	37,101,255	4,760,970	1,181,328	1,341,503	517,988	1,213,032
Mutual Life, Md...	19,592,183	2,115,214	3,029,513	67,091,476	164,307,701	5,618,339	5,212,775	6,066,423	1,930,075	4,289,161
New York Life...	2,019,943,112	36,867,071	114,291,791	28,514,507	378,669,800	6,869,268,269	472,724,951	261,719,103	393,575,382	255,977,483	365,797,370
Northern Life...	13,390,889	560,851	274,260	8,117,160	90,563,240	2,747,764	2,799,793	3,830,164	1,912,852	3,276,473
Ohio Natl. Life...	38,020,780	19,636,867	2,529,145	700,414	13,149,448	187,683,025	89,201,961	4,566,922	26,707,154	5,066,744	7,305,689
Peoples Life, Ind...	7,891,441	77,996	883,466	\$183,466	7,669,430	45,661,565	3,060,788	1,139,073	1,515,326	949,520	1,563,943
Union Cooperative...	2,277,617	406,782	1,377,196	5,368,459	58,704,843	12,297,177	891,727	1,010,912	797,182	1,399,230
Yeomen Mutual...	23,819,448	75,540	**1,634,972	4,303,937	110,456,872	16,821,265	3,977,866	5,121,236	3,918,166	4,856,751
West Coast Life...	21,490,554	144,436	1,048,305	577,072	14,892,660	114,576,777	7,699,083	4,119,362	5,453,675	4,023,896	5,320,939
Wisconsin National...	**6,916,362	45,846	**1,135,183	4,001,874	36,688,226	3,076,890	869,313	1,199,721	881,456	1,214,988

*Including casualty department.

†Includes \$5,107,709 ordinary, \$23,349,987 industrial.

‡Actual market values used.

§Special contingency reserve.

**Includes fluctuation reserve.

††Includes casualty department and \$300,000 emergency reserve, \$123,009 deducted as not-admitted assets, i. e., bonds in default and deposits in suspended banks.

particular section of the country. Among the topics will be rewriting, premium collection procedures, repayment of policy loans, persistency of reinstated business and not-taken busi-

ness. Members of the bureau staff will present reports on the two latter subjects and will discuss a plan for rating new business to determine its probable persistency. Company officials, agency

officers and conservation men of southern companies, both members and non-members of the Research Bureau, as well as representatives of other companies are invited to attend.

RETENTION



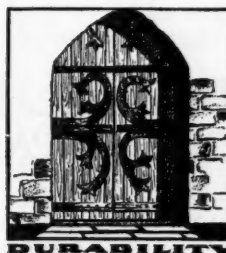
The customer file post-mortem is a sad thing in many agencies. Dead names clutter up the records.

Customer turnover is costly to agency growth. Old business—evidence of DURABILITY—should be as easy to keep as new is to get.

Established confidence, proven performance, can help reduce this loss. Continental agency contracts insure growth, guarantee DURABILITY.

CONTINENTAL ASSURANCE

CHICAGO



CASUALTY COMPANIES

ILLINOIS

Something to Sell . . .

PARTICIPATING
NON-PARTICIPATING
CHILDREN'S INSURANCE
DISABILITY
SURGICAL BENEFIT
ECONOMIC LIFE PLAN
OPTIONAL RETIREMENT INCOME

HELPS IN SELLING:

SUPERVISORY ASSISTANCE
AGENCY TRAINING SCHOOL
DIRECT MAIL CIRCULARIZATION
WRITE FOR A COPY OF "FIELD FEATURES."

CENTRAL STATES Life Insurance Company

SAINT LOUIS

GEORGE GRAHAM, Pres.

SPEEDING RECOVERY

National recovery is the sum total of individual recovery. Fidelity is speeding individual recovery through its Bridge Builder plan of insurance, which guarantees the continuation of a man's salary to his wife or other beneficiary for two years after his passing.

This Is the First Step

This first step in the re-creation of his individual financial program is his first step in contribution to National Recovery. The Bridge Builder is one of a number of modern working tools with which Fidelity agents are speeding this recovery for themselves and those whom they insure.

Write for information on Fidelity contracts

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, President

Large Increases Feature Reports on New Business

Life insurance paid for by 19 Detroit agencies affiliated with the Associated Life General Agents & Managers in January totaled \$8,114,052 as compared with \$5,715,284 in January, 1933, a gain of \$2,398,768 or 42 percent, says H. B. Thompson, executive secretary.

Paid business of the Detroit branch of the Canada Life in January increased more than 100 percent, Manager C. E. Purdy reports.

R. L. Foreman, Atlanta, Mutual Benefit Life general agent for Georgia, reports an increase in business of 110 percent for January.

A 27 percent increase in paid business in January and a 29 percent increase so far in February is reported by V. W. Wiedemann, Kansas City, Mo., manager of the Sun Life of Canada.

The Fidelity building agency of the Mutual Life of New York in Philadelphia held a one-day special effort while Manager J. F. Leonard was attending the company conference at Augusta, Ga. The agents concentrated on salary continuance and succeeded in writing 50 cases for a total of \$174,000.

H. A. Nye, new Denver agency manager of the Equitable Life of New York for Colorado and Wyoming, reports that his 92 agents wrote 326 applications for nearly \$900,000 of business in January, a 31 percent increase in applications and 15 percent in volume. Paid business was over \$500,000, an increase of 60 percent, and the premiums were 44 percent more. Since September of last year, each month's production in the agency has shown an improvement over the corresponding months of the year previous. The annual agency meeting and dinner were held in Denver, there being 153 in attendance.

The State Mutual Life's total issued business for the first half of February increased more than 60 percent.

G. R. Schulte, South Bend, Ind., general agent of the United Mutual Life, reports an increase of 56 percent in January business. The agency held a three-day educational meeting under the guidance of Paul Kistler, home office educational director.

The Gulf Life of Florida increased its collections on ordinary life 3 percent in January, 17 percent on accident and health and 19 percent on industrial. Half as much business was written in the first five weeks of 1934 as for the whole of 1933.

Ohio has shown a big increased production for the Bankers Life of Iowa in 1934. The Columbus agency, S. G. Jones, agency manager, is doubling its sales for 1934.

The St. Louis agency of the Lincoln National Life under J. S. Braunig, general agent, reports that its 1934 business has increased 40 percent compared with 1933.

The A. P. Shugg agency of the Aetna Life in St. Louis, reports a decided improvement in its business in recent weeks. January was one of the best months it has had in quite some time. Since Jan. 15 the agency has written ten new group life cases covering 2,200 employees for more than \$2,500,000 of insurance. The solicitation of these group cases was supervised by W. A. Van Dyck, manager of the group department in the agency. Interest in group insurance in the St. Louis territory at this time indicates that business is improving.

J. J. Patterson, western Washington general agent for Oregon Mutual Life,

states his agency registered a 50 percent increase in January over the corresponding month last year.

The H. K. Schoch agency of the Aetna Life in Detroit showed a gain in paid-for business in January over the same month of the previous year, for the sixth consecutive month. January business was 10 percent ahead of January, 1933.

The Detroit branch of the Sun Life of Canada, E. W. Owen, manager, paid for \$485,157 in the month ending Feb. 12, a 54.6 percent increase over the same month of the previous year. This is the sixth consecutive monthly increase, January showing a gain of 32 percent, December 53.9 percent, November 13.7 percent, October 57 percent and September 11 percent.

Will Extend Organization

Yeomen Mutual Life of Des Moines Is Arranging to Establish More Branch Offices

Plans for the opening of a number of additional branch offices for the Yeomen Mutual Life, and extension of the company's branches to at least 20 this spring, are being made. Among the new points at which complete branch offices will be put in are: Kansas City, Mo., St. Louis, Sioux Falls, S. D., and Kansas City, Kan.

Leases for branch offices have already been taken at Fargo, N. D., Milwaukee, Oklahoma City, Ft. Dodge, Ia., Davenport, Ia., Portland, Ore., and Seattle.

The company also has branches at Duluth, Minneapolis, St. Paul, Chicago, San Diego, Cal., and at Waterloo, Cedar Rapids, Ottumwa and Des Moines, Iowa. In all offices a uniform system of accounting is being set up, and uniform furniture and agency equipment. The company is planning to make a considerable expansion of its sales organization in these territories during the 1934 spring season.

Sales Discussion Groups for New York Field Men

NEW YORK, Feb. 22.—The Prudential has organized a series of sales discussion groups for its managers, assistant managers, agents and brokers in metropolitan New York, the first of which was conducted by Supervisor Sayre McLeod of the ordinary agencies. Department speakers were Associate Actuary Valentine Howell, who talked on the effect of recent life company receiverships on annuitants and beneficiaries, Donald Booke of Stewart, Hencken & Will, who spoke on the modified 5 and G. J. Kutcher, general agent in New York for the Northwestern Mutual Life, who gave an inspirational address on "Today's Selling Problems."

The company also announced the appointment of L. N. Whitelaw, C. L. U., as field instructor as of March 1 for instruction of new agents in the greater New York area, using a course developed by Assistant Secretary A. E. N. Gray. It is expected that an advanced course will be added later.

Shepard Talks at Los Angeles

LOS ANGELES, Feb. 22.—Walter T. Shepard, Los Angeles general agent for the Lincoln National Life, spoke to the Life Managers' Club of Los Angeles on "Recruiting Man Power." Four new directors were elected: J. H. Cowles, Provident Mutual, and L. A. Soper, Phoenix Mutual, for a two-year period, while W. B. Stannard, Connecticut General, and J. H. Russell, Pacific Mutual, were elected for one-year terms.

C. C. Day, Oklahoma City general agent of the Pacific Mutual Life, spoke to the Oklahoma City Insurance Women's Association.

Montana Tells Weakness of Mail Order Insurance

Commissioner Holmes of Montana is circulating an anti-mail order insurance communication, which was prepared by Actuary J. D. Kelley of the Montana department. The statement was prepared because of many inquiries to the department about the Postal Life & Casualty of Kansas City, Mo. If the citizen buys insurance from a mail order concern, he must act on his own judgment at his own risk. The insurance department is powerless to assert its supervisory powers in an equitable adjustment of any disputed question. A claimant must prosecute any action against the company in the state of domicile of the company.

The letter points out that the mail order insurer is in a position to force bargain compromises, because of the costliness of any procedure against it.

The communication points out that the mail order companies emphasize the low cost of their protection. Although the initial cost may be lower, the ultimate cost may be greatly in excess of insurance in authorized companies because of the danger of the insurer taking advantage of the assured's inability to settle the claim by litigation.

The fact is cited that the general fund of Montana is annually enriched by about \$300,000 through premium tax collections. If all insurers would pull out of the state and conduct their business by mail, taxpayers would be burdened with an additional \$300,000 item.

Investment Problems Taken Up by Nebraska Institute

Thirty-five members of the Insurance Institute of Nebraska attended the monthly meeting in Lincoln, with investment managers and executives of various companies as special guests. H. L. Schwenker presided. Ralph Lawrence, bond expert, gave a survey of the municipal bond field, which he said insurance companies would have to invade in the future since the government has extended its land loans, and discussed the merits of city and village securities.

C. P. Peterson, general counsel Bankers Life of Nebraska, in support of his thesis that farm mortgages conservatively made will continue to remain the best investment for life insurance companies, said there are three good reasons for that belief: The land has a low rate of depreciation, scientific development and changes in methods do not damage lands, and that it has a home value for which all owners will fight. He said the principal difficulty in the farm mortgage field was the increase in the amount of farm loans based on current sale prices rather than on average return over a period of years, and was aggravated by the entry of federal land and joint stock land banks into the field during prosperous agricultural years.

Many Prepare for Quiz

Seventy-five employees of the Connecticut General are preparing for the institute examinations to be given by the Life Office Management Association this spring. Last year 38 employees sat for 69 examinations and 36 successfully passed.

Consider Group Pension Plan

NEW YORK, Feb. 22.—The federal reserve bank system, with about 6,000 employees, will supplement its group life and disability coverage with a group pension plan, effective March 1. It has not yet been decided whether to operate the plan through a life company, or as a trust fund, or through an arrangement combining features of both. Decision on this point will be reached by a board of trustees, which will manage the plan, and which will meet the first

week in March. The arrangement will be on the joint contribution plan, the employee's contribution in case of withdrawal being paid back in full with compound interest. The retirement income will be 1½ percent of the employee's salary per year of service.

Check Non-Admitted "Ads"

President Eyre of the Nebraska Life Agency Managers Association has been conducting a campaign against advertising of non-admitted assessment life companies carried in Nebraska dailies and has received assurances from the Omaha "World-Herald" that it will no longer accept such advertising.

Hollywood Office at the Top

The Hollywood, Cal., office of the Kellogg Van Winkle agency of the Equitable Life of New York, supervised by Rudolph Wiedemann, led all the other offices and units in the department with new premiums of \$86,895 and \$1,893,094 new business. Premiums exceeded the year before by \$2,600. In 1932, the Hollywood office led the department in premiums, they being \$84,295. The volume was \$2,370,323. This volume, however, was exceeded by J. J. Valentine's unit in San Francisco.

NRA Assistant Deputy Was Once with Metropolitan

The NRA officials with whom interested insurance people are having the most contact and to whom correspondence is directed are Myron Ratcliffe and Arthur Lazarus. Insurance comes under the general supervision of A. D. Whiteside, deputy administrator of the NRA.

Mr. Lazarus has considerable knowledge of the insurance set-up because for 10 years, 1923-33, he was a consultant for the Metropolitan Life and in the mercantile field. He is a certified public accountant, a member of the New York bar, and from 1921-23 was chief of the cost accounting bureau of the United States Chamber of Commerce. He is the author of several books on cost accounting.

Would Increase Premium Tax

A bill has been introduced in the Kentucky legislature to increase the premium tax from 2 to 3 percent, the entire amount to be devoted to an old age pension fund. There is little likelihood of this measure passing, because it would deprive the general fund of the state of the income from the premium

tax it now enjoys, this amounting to about \$1,000,000.

Record Low Death Rate

The year 1933 set an all-time low mortality record of 8.02 per 1,000 among the Metropolitan's industrial policyholders. The best previous record was 8.13 in 1932. The 1933 record, together with available figures for the general population, is taken to indicate a record low death rate for the country as a whole.

Oversubscribe Charity Quota

Chicago life insurance men and women oversubscribed their quota in the community fund allied Chicago charities drive. Subscriptions were \$25,397, the quota being \$25,000. J. R. Hastie, Mutual of New York, past president Chicago Association of Life Underwriters, was chairman. Walt Tower, managing director of the association, took a leading part.

Brown Succeeds Burger

W. B. Burger of Denver, manager of the Denver General Insurance Agency, who died recently, is succeeded as manager by R. W. Brown, who is vice-president of the American Life. He was a brother of J. C. Burger, president of the American Life.

LIFE UNDERWRITING IS A PROFESSION

The NEW Federal Reserve LIFE-TIME Plan

recognizes life underwriting as a profession.

Professional standards are required of our representatives in definite fields of performance.

Our experience has already proved success will follow adherence to instructions we have set down for accomplishment of these five objectives:

1. LIFE-TIME INSURANCE PROGRAMMING.
2. BUILDING LIFE-TIME CLIENTELE.
3. ORGANIZED DAILY PROCEDURE.
4. TIME CONTROL.
5. POLICYHOLDERS SERVICE PLAN.

Let us tell you more about the *LIFE-TIME* plan. Write George L. Grogan, Vice-president in charge of agencies.

THE FEDERAL RESERVE LIFE INSURANCE COMPANY

Kansas City, Kansas

B. FRANK BUSHMAN, Pres.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION, PUBLISHED EVERY FRIDAY

By THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York
PUBLICATION OFFICE, A1946 Insurance Exchange, CHICAGO. Telephone Wabash 2704

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Subscription Price \$3.00 a year; in Canada, \$5.50 a year. Single Copies, 15 cents. In Combination with The National Underwriter Fire and Casualty, \$5.50 a year; Canada, \$10.50. Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.

Preparing for the Future

EVERY well managed, financially sound and solidly grounded institution should make ample preparation to secure its perpetuity. It is these seasoned organizations and corporations that deserve survival. They have undergone varied experiences, have been tried and not found wanting and have the advantage of having been well tested. Therefore it is the duty of those in command to see to it that the organization is well rounded, that younger men are starting up and that the removal of anyone in a high place will not interfere with its steady progress. One of the greatest responsibilities resting on a commanding head is to delegate authority to those associated with him in order that they may grow stronger, exercise judgment and learn from actual experience. He should develop resourceful and capable lieutenants. There should be always someone ready to take up the reins if they are laid down by someone else.

It is remarkable and most surprising

that in some of our important insurance companies today this arrangement for continuous administration by someone in the organization is not thoroughly arranged. We have offices where all the major men in high places are well along in years. There is no one down the line sufficiently fit to take the pilot wheel. Many of these companies are admirably managed in other respects. Their senior officers are conspicuous by their ability and sound judgment. Yet seemingly they overlook the important duty of preparing for the future. This is a vital mistake. No one can be brought in from the outside and get his bearings inside of a couple of years or so. The organization will suffer during the time that a new man is getting acquainted. We do not have too many solidly grounded, time tested companies. Those that are in the field should be so panoplied that they will endure. No contingency should impair the usefulness of such institutions.

Would Have Dental Examination

DR. M. D. GIBBS, a well known dentist at Hot Springs, Ark., in a recent contribution to the "Tri-State Medical Journal" calls attention to the desirability of getting more information regarding the condition of teeth from applicants for life insurance. He said in some of the applications the question is asked, "What is the condition of the teeth?" Dr. Gibbs declares that an applicant is unable to give an intelligent reply without having a recent careful dental examination. He said that an applicant could have teeth that had become non-vital due to trauma or

copeless teeth, the roots of which have been filled with medicants, or also pyorrhea in its incipency or perhaps well advanced could exist and yet be not known to the person.

Dr. Gibbs calls attention to the fact that the teeth are responsible for considerable infection. Preventive dentistry, he contends, should be recognized. He thinks, and we believe he has some justice in his contention, that dental problems have not received as serious consideration in life insurance examinations as have other physical phases.

"Buymanship" Rather Than "Salesmanship"

THE WASHINGTON NATIONAL of Chicago suggests a substitution for "salesmanship." It would use "buymanship." People, as the writer points out, object to being sold but they like to buy. It

should be the purpose of the salesman to get the customer's mind going in one direction. The customer has to do a lot of persuasion in his own mind before he accedes to the seller's suggestion.

PERSONAL SIDE OF BUSINESS

J. H. Smith, New Haven, Conn., an agent of the Mutual Life of New York, was tendered a testimonial dinner by 45 friends in observance of his 25th anniversary with the company. Letters of congratulation were received from Commissioner H. P. Dunham and George K. Sargent, second vice-president of the Mutual Life.

The Illinois insurance department lost its multigraphing machinery in the state arsenal fire at Springfield, Ill. Office Manager Hiram McCullough was in Chicago Monday ordering a new outfit. In the state arsenal the offices in the various state house departments had their mimeographing, multigraphing and photostatic work done.

Under a bill introduced in the Virginia legislature, the Three-Chopt Road, one of the oldest and most historic highways in Virginia, would be renamed the George A. Bowles Three-Chopt Road, after the head of Virginia's insurance department, in recognition of the notable work which he did while a member of the assembly in helping to develop the highways of the state before he was elevated to his present post. Originally an Indian trail, Three Chopt Road acquired its name when early trail blazers marked it with their axes.

W. H. Cox, president of the Union Central Life, was a guest of T. H. Daniel, Atlanta general agent.

E. J. Heppenheimer, president of the Colonial Life of Jersey City, will celebrate his 65th birthday Feb. 24. He has been connected with the company for about 37 years. He was at one time judge of the court of errors and appeals of New Jersey.

W. M. Brucker, vice-president American Life of Detroit and former governor of Michigan, addressed the annual convention of the Michigan Retail Hardware Association on "Business Men and the Government."

J. E. Kennedy, deputy insurance commissioner of Wisconsin, has been elected executive secretary of the Wisconsin Mutual Insurance Alliance composed of the state mutual casualty and fire companies and will take his new position March 1.

A. E. N. Gray, assistant secretary of the Prudential, has a number of speaking appointments in March. March 1 he will address the Columbus Life Underwriters Association and March 8 he will be one of the speakers at the sales congress of the Life Underwriters Association of New York City. On March 20 he will address the life underwriters at Hartford, and may address the life underwriters in Newark March 19.

Severin Schulte, agency manager for the Bankers Life of Iowa in charge of southern California, underwent a successful operation for removal of a cataract in Seattle. The attending surgeons expressed confidence that the operation will restore his vision in the affected eye.

Home office executives, employees and salesmen of the Bankers Life of Des Moines gave a surprise party for O. B. Jackman, superintendent of agencies, on his 75th birthday. As birthday greeting cards, the salesmen showered Mr. Jackman with 343 applications for new insurance business, totaling \$801,158. The party produced the largest day's business since June 15, 1933, the occasion of the 54th anniversary of the company.

Donald H. Morrill, agency assistant for the Connecticut Mutual Life since 1929, has become assistant manager of

the Pacific Coast Direct Line (Weyerhaeuser Steamship Co.), 22 State street, New York City. In his new duties he will travel extensively. He had been with the Connecticut Mutual for 11 years, having served both in the home office and field. Before being appointed agency assistant, he was cashier and office manager of the Decatur agency.

Walter LeMar Talbot, president of the Fidelity Mutual Life, made a flying visit to the agencies in St. Louis and Little Rock. Luncheon meetings were held at each of these points. In St. Louis, agents, medical examiners and policyholders to the number of 85 listened to Mr. Talbot's discussion of the place life insurance has in the current economic picture.

R. L. French, general agent of the United Life & Accident in Bridgeport, Conn., is chairman of the NRA compliance board there. On each of these boards are representatives of the employers, employees and consumers. Mr. French finds his duties interesting but exacting in time and attention.

Commissioner Charles F. Hobbs of Kansas has been called to Washington a number of times in the last few months passing on values in connection with Reconstruction Finance Corporation loans.

H. E. Aldredge, vice-president and superintendent of agencies of the Equitable Life of Iowa, has been with the company 40 years. He started as an agent in 1894 after he graduated from college. Later he became a general agent and in 1904 was taken to the home office as assistant superintendent of agencies. In 1914 he became superintendent of agencies and in 1919 vice-president. He is a hard, faithful and conscientious worker.

For several months Station WRVA at Richmond, Va., has been paying tribute to the outstanding institutions and industries of Richmond. Monday evening the broadcast told of the inception, growth and importance of Atlantic Life. R. G. Richards, agency secretary, made a three-minute talk.

J. S. Summers, 52, president of the Surety Life of Kansas City for the past six years, died Feb. 19 from pneumonia. Mr. Summers was United States commissioner and former state senator. He had lived in Kansas City 24 years.

F. L. Bramble of Watertown, S. D., secretary of the Midland National Life, met with a very painful accident resulting in a serious shake-up. He opened the elevator door as he went from his office and walked into an open shaft, falling into the basement. A physician happened to be in the building at the time and heard his outcry. An examination disclosed that there were no internal injuries or broken bones but Mr. Bramble is still using crutches.

E. E. Reid, vice-president and managing director of the London Life, was elected president of the national council of the Young Men's Christian Association at the annual meeting in Montreal. John A. Tory of Toronto, supervisor of the western Ontario division of the Sun Life, was chosen an honorary vice-president.

Kellogg Van Winkle, Los Angeles, southern California manager of the Equitable Life of New York, went to San Francisco to say farewell to Mrs. Van Winkle and their two daughters, who sailed for Hawaii on a trip around the world. They plan to meet Mr. Van Winkle in New York on the homeward bound trip in July, when he expects to

be in the east attending the annual agency conference at the home office.

W. D. Bowles, Des Moines manager of the Phoenix Mutual Life, celebrated 25 years with the company on Feb. 15. He was named manager of the agency 15 years ago and has been among the high producers during the entire period. He has served the Des Moines Life Underwriters Association as president, secretary and national executive committeeman. He also has been vice-president of the General Agents & Managers Club.

R. C. Stiles, office manager of the Penn Mutual Life in Des Moines for nine years, and formerly secretary of the Medical Life of Waterloo, Ia., has announced his candidacy for commissioner of public safety in Des Moines.

President **Walter W. Head** of the General American Life of St. Louis got into the photogravure sections of the Sunday papers when he was photographed with President Roosevelt at the time the chief executive made his broadcast to the Boy Scouts of America. Mr. Head is president of the Boy Scouts organization and took a prominent part in the Scout Week celebration. He sat by the President's side during the broadcast.

On his return Mr. Head stopped off at Indianapolis where **H. M. Woollen**, president of the American Central Life, gave a luncheon in Mr. Head's honor. The guests were officers of the American Central and a number of bank officials who know Mr. Head personally.

Commissioner H. E. McClain of Indiana has returned from the hospital to his home in Shelbyville, Ind., where he will convalesce from an operation which he underwent over a week ago. He expects to return to his office about the middle of next week.

NEWS OF THE COMPANIES

Allow Royal Union Appeals

Federal Appeal Court Rules in Favor of Policyholder and Great Republic Life

DES MOINES, Feb. 22.—Two appeals from the federal district court decree turning over the life business of the Royal Union Life of Des Moines to the Lincoln National Life have been allowed by Judge J. B. Sanborn of the federal circuit court of appeals, St. Paul.

Appeals were sought by H. A. Gross, as a stockholder in the Royal Union on behalf of himself and others similarly situated, and by the Great Republic Life, one of the bidders. Gross was plaintiff in the original suit which brought about the receivership of the Royal Union.

In errors assigned, it was asserted that the Royal Union was not insolvent and that there had been no impartial appraisal. It also was alleged that the court erred in authorizing and directing receivers to enter into contract with Lincoln National Life. Among other allegations were claims that the property of Royal Union was taken without due process of law, and that the transfer of assets was effected without consideration from the Lincoln National Life.

Price Assistant Counsel

F. P. Price, Jr., in the law department of the Northwestern Mutual Life at the home office since Jan. 1, 1929, has been made assistant counsel. He is the son of F. P. Price, superintendent of mortgage loans of the company. He received his LL.B. degree at the University of Wisconsin in 1926 and practiced law in Milwaukee before joining the Northwestern Mutual in 1929.

Final Statement of Claims

Large Total of \$449,000 Disallowed by Receiver of Security Life for Various Causes

Final statement of claims against assets of the Security Life of Chicago, which was reinsured by the Central Life of Illinois, has been filed by Receiver John A. Massen. His attorneys, Bull, Lytton & Olson, did much of the work. A large amount of claims was disallowed. Included in these were claims for cash values on policies bearing heavy policy loans. The receiver stated assets could not produce on liquidation more than 40 percent of the amount of liabilities and no payments to policyholders on such claims would be made where the loan and total indebtedness amounted to more than 40 percent of cash value.

The total of disallowed claims was \$449,393. Of this sum \$5,275 was on claims for policy values in cases where policyholders assented to the Central Life deal and actually paid some premiums to the Central Life, then changed their minds; \$31,086 miscellaneous claims of policyholders disallowed because of inaccuracies; \$412,712 miscellaneous claims of general creditors, and \$320 claims of stockholders for par value of stock.

The receiver approved claims as follows: \$1,356,945 of policyholders for cash values; \$14,135 in policyholders' claim for cash values assigned to the Central Life; \$866 salary claims to be given preference; \$86,504 to general creditors; \$10,175 claims of stockholders of the Reinsurance Life as damages due on account of failure to purchase and pay for their stock when the com-

pany was taken over by the Security Life; \$38,544 for policy values on which the debts exceed the liquidation possibilities (these claims to be subordinated to this lien); \$14,431 for policy values in which preference was claimed but no preference allowed; \$16,056 on claims of \$30,751 because of incorrect amount.

Some Figures of Mutual Life

Interesting Statistics Gathered from the New Annual Financial Exhibit of the Company

Last year the Mutual Life of New York paid death claims \$51,224,156. Of this \$1,890,647 was on dividend additions and \$1,251,350 double indemnity. The matured endowments amounted to \$4,607,314. It paid for total and permanent disability benefits, including waived premiums, \$6,960,816 as compared with \$5,943,302 the year before. It paid under the double indemnity provision \$1,251,350 as compared with \$1,503,095 the year before. Last year it paid annuities \$2,633,311. It has set aside for 1934 dividends \$29,249,944. Since it began business it has paid dividends to policyholders \$822,289,017. Of its insurance in force amounting to \$3,903,658,890, there is \$3,251,626,956 in life policies, \$296,954,200 in endowments, \$258,116,411 term and other forms and \$96,961,323 dividend additions. The average amount of policy last year was \$2,655 as compared with \$3,306 the year before. Last year it invested in securities—bonds and stocks only—\$26,473,543.

Illinois Report Is Made on Hotel Men's Mutual Benefit

The Illinois insurance department has examined the Hotel Men's Mutual Benefit of Chicago as of Dec. 31. Director Palmer in presenting the report

Total Life Insurance

IN FORCE - - \$340,391,309.00

(December 31, 1933)

INCREASE, 1933, \$32,135,459.00

Life Insurance in Force

June in
W.S.M



650
Kilocycles

**THE
NATIONAL
LIFE AND
ACCIDENT
INSURANCE
COMPANY**
INCORPORATED
Nashville
Tenn.

states that if the association is to continue in business the department believes the management should make an effort to secure new members in order to reduce the average age provided that such new blood may be secured at a reasonable cost. The Hotel Men's Mutual Benefit started in 1880, and in 1917 was reincorporated under the Illinois assessment act of 1893. In 1921 its articles were amended granting the assured the right to designate a beneficiary, stipulating the rates of mortality and reserve assessments, providing expense assessments of \$2 a year per member, plus sums not to exceed 20 percent of the mortality and reserve investments in any year, and fixing age limits at entry of members at between 20 and 45 years. Its total income last year was \$25,770 and total disbursements \$26,278. There was a balance carried over of \$76,664. The assets are \$80,313 and the liabilities \$72,568. It has 536 members and the insurance in force is \$485,400. During the year it wrote practically no new business and terminated \$70,800.

Ohio National Outlines

Its Program for This Year

The Ohio National in 1934 plans to increase its business mainly through its present organization. It is concentrating on developing its agency force through prospecting, presentations, time control. Grant Westgate, assistant superintendent of agencies, is now working on this plan with the Ohio agencies. A feature of the plan is the stressing of income and investment insurance. Gratifying results have been secured to date.

A new house organ, "Flash," will be published the 3rd and 17th of each month. Each issue will contain a prepared sales talk along inspirational and instructive lines. The "Ohio National Bulletin" will be published as heretofore. It will be published the 10th and 25th of each month and will be a news organ exclusively.

All agents have been assigned quotas. If an agent attains his quota, based on a paid premium basis, by September, he will be a guest of the company at the dedication of the new home office building on Reading Road, Cincinnati, Sept. 10-11. P. H. Graham, Nebraska, is the leading agent at present with his quota 89 percent attained. W. A. Hinshaw, Iowa, is second with 74 percent.

Samford Chosen President of Liberty National Life

R. P. Davison has been elected chairman of the board of the Liberty National Life of Birmingham and Frank P. Samford, president. Mr. Davison formerly was president and Mr. Samford vice-president, treasurer and agency director. Frank E. Spain becomes vice-president and general counsel; Ralph W. Beeson, secretary-treasurer, and E. A. Camp, Jr., assistant treasurer.

President Davison announced that the company wrote 20 percent more new business in 1933 than in 1932 and increased the number of its policyholders by 32 percent. Insurance in force increased 14 percent.

Wilkinson Companies Cited

LINCOLN, NEB., Feb. 22.—The National Old Line Life and the Indemnity of America, both of Lincoln, have been ordered by the district court to show cause why they should not be declared insolvent and be taken over by the insurance department for liquidation. Rees Wilkinson is president and active manager of both companies. The life company has never been very active and had no insurance in force at the close of last year. It was incorporated in 1930, being successor to the National Automobile.

The Indemnity of America wrote automobile insurance. It was incorpo-

rated in 1913, and its last annual report shows gross assets of \$29,180, liabilities \$18,268 and surplus \$470. Its premiums in 1931 were \$23,843, but dropped to \$1,508 in 1932, with \$5,959 losses.

George Washington Life Election

Lee W. James of Dayton and New York has been elected chairman of the board at the annual meeting of the George Washington Life of Charleston, W. Va. He was at one time the largest stockholder of the Gem City Life. The George Washington Life, the control of which was purchased some time ago by interests headed by the New York brokerage firm of Preston, James & Yeiser, reelected C. L. Preston president and T. W. James, secretary-treasurer. E. C. Milair continues in active charge as vice-president, assistant secretary and manager of agencies.

Mid-Continent Anniversary

The Mid-Continent Life is now in the midst of its 25th anniversary campaign which will culminate in a jubilee celebration at the home office in Oklahoma City on May 12, the anniversary of the date upon which the company was founded. A number of silver prizes have been offered agents in production contests, effectively increasing volume of sales.

Secretary R. W. Reese is the only man now affiliated with the Mid-Continent Life who has been with it the entire 25 years. He started out as a private secretary to the president, later being made head of the clerical and accounting department and a few years later secretary.

Fremont Mutual Spreading Out

At its annual meeting in Columbus, O., the Fremont Mutual Life reported an increase of \$900,000 in life insurance written in 1933 and a gain of 400 percent in accident and health premiums. It has opened offices in Toledo, Lima, Cleveland, Canton, Mansfield, Portsmouth, Cincinnati, Ravenna, Dayton, Marietta, Hamilton and Youngstown and is planning further extension of its field. C. K. Seibert was reelected president.

E. L. Phillips Advanced

At the annual meeting of the Gulf Life of Jacksonville, Fla., E. L. Phillips, with the company practically from its organization and for many years treasurer, was promoted to vice-president and treasurer.

Receiver for A. I. U. Citadel

R. H. Beaton, Columbus, has been appointed receiver of the A. I. U. Citadel in Columbus, by the federal court. Several months ago Superintendent C. T. Warner and Hugh Bennett were appointed receivers for the American Insurance Union fraternal. The American Insurance Union, Inc., of which C. S. Younger, former superintendent of insurance, is president, is not affected by these actions.

Central States Promotions

Gordon P. Henderson has been elected secretary of the Central States Life of St. Louis, succeeding V. F. Larson, who resigned recently. He had been an assistant secretary. G. C. Hermerling, formerly agency secretary, is advanced to assistant secretary, and Miss Eloise Koch becomes assistant actuary.

All-States Life Promotions

W. C. Jennings, who has been actuary and secretary of the All-States Life, Montgomery, Ala., since organization, has been advanced to a vice-presidency. E. F. Boone, hitherto assistant secretary and cashier, has been elected secretary of the company.

Dr. Stokes Made Director

At the annual meeting of the Guarantee Mutual Life of Omaha, Dr. A. C.

Stokes, medical director, was elected to the board. President Buffington reported the company had increased its assets and surplus despite unfavorable conditions.

Acacia Mutual Appointments

The Acacia Mutual Life has appointed H. F. Whittle vice-president in charge of mortgage loans. He was formerly head of the H. F. Whittle Investment Co. of Minneapolis, loan correspondent of the Acacia Mutual there, and secretary of the Minneapolis Mortgage Bankers Association.

R. B. Montgomery and J. G. Kolb, who have been in the mortgage loan di-

vision at the home office, have been appointed assistants to the vice-president in charge of that department.

Life Company Notes

Dr. J. W. Adams, Chandler, Okla., and F. J. Wikoff, Santa Monica, Cal., have been elected directors of the Great Republic Life of Los Angeles.

At the annual meeting of the Occidental Life of Los Angeles, a subsidiary of Transamerica Corporation, J. M. Grant, president of Transamerica Corporation, was elected a director.

The Gulf States Life is holding a six-weeks school on Monday and Wednesday nights in its home office at Dallas. Underwriting is discussed in the class Monday night and lectures by department heads are given on Wednesday night.

LIFE AGENCY CHANGES

Advancement for E. L. Reiley

Appointed Assistant Superintendent in Stevenson Agency of Penn Mutual Life

John A. Stevenson announces the appointment of E. L. Reiley as assistant superintendent in his Philadelphia agency of the Penn Mutual Life.

Mr. Reiley graduated from Lafayette College in 1923 as a mechanical engineer. This was followed by four years of engineering work, which included a year as instructor in mechanical engineering at Lafayette. In 1927 he joined the home office organization of the Penn Mutual as an assistant to the statistician. When Mr. Stevenson took charge of the home office agency, Mr. Reiley assisted in the organization of the office routine. In 1931 he was appointed manager of agency research in the agency department. While in that position he attended the seventh managerial school, and in 1932 obtained the C. L. U. degree.

In the fall of 1933 Mr. Reiley was transferred to the Stevenson agency, to assist in training new recruits. This he will continue to do, while otherwise assisting Mr. Stevenson and Superintendent C. K. Schonck.

Ohio State Life Appointments

The Ohio State Life has appointed G. H. Ricketts general agent at Monmouth, Ill., in charge of Mercer, Henderson, Warren, McDonough and Hancock counties. Mr. Ricketts formerly was associated with the Peoria Life. N. H. Close has been appointed an agent at Pontiac, Ill., P. A. Jobe at Blandinsville, and Milo Harvey at Mulberry Grove, Ill. L. S. Shafer has been appointed a general agent at Indianapolis. He formerly was with the Reliance Life, Commonwealth Life and Provident. N. R. Osborne has been appointed a general agent at Dallas, Tex.

R. P. Fraser, Robert LaMotte

R. P. Fraser, manager of the Reliance Life at Savannah, Ga., has been promoted to state manager with headquarters in Atlanta. Mr. Fraser went to Savannah from the Jacksonville office. Robert LaMotte becomes manager at Savannah.

J. P. Patrick, D. H. Holton

John P. Patrick of Charleston, W. Va., and Dan H. Holton of Huntington, W. Va., general agents of the Penn Mutual Life, have resigned but will continue with the company as personal producers. The company will establish a new general agency including both of these old districts.

A. C. Williamson

A. C. Williamson has relinquished the management of the Philadelphia ordinary agency of the Prudential and will go to San Francisco to open a new

New General Agent



G. M. STINSON

G. M. Stinson of Grand Rapids, Mich., has been appointed general agent of the Northwestern Mutual Life at Flint, Mich., succeeding J. A. Carlson, who becomes general agent for the company at Oakland, Cal. He has been a very successful producer, having averaged approximately \$300,000 a year the last 11 years, and has been adept also in helping other agents close business. He has represented the Northwestern Mutual in Grand Rapids since July 23, 1920.

agency for the company there. Until a permanent successor is selected at Philadelphia, the agency is under temporary direction of J. J. Schroll, home office auditor. Mr. Williamson joined the Prudential 27 years ago, working in Philadelphia and Pittsburgh. He was later sent to Detroit and in 1919 was made head of the Philadelphia agency.

J. G. Mayton

J. G. Mayton, formerly with the United States bureau of business economics, a professor in the University of California and in Louisiana State University, and with the Jefferson Standard Life at Houston, has been appointed Houston general agent of the Provident Life & Accident.

F. L. South

F. L. South has been appointed Des Moines branch manager for the Sun Life of Canada. He has served the company in Omaha in the same capacity for three and one-half years. Mr. South opened the Omaha office of the Sun Life after being transferred there from assistant manager in San Francisco. He began his insurance career on the Pa-

cific Coast and was manager of the Western Union Life there when the company was purchased by the Sun Life.

Continental Assurance

Several appointments have been made by the Continental Assurance of Chicago. R. H. Wilkin of Amarillo, Texas, becomes general agent there. In the past he has been connected with the California-Western States Life in his city as district agent, and later with the Continental Life of St. Louis. H. P. Redman of Ottumwa, Ia., and J. A. Stafford of Oskaloosa, Ia., also were appointed representatives.

Crawford Follmer

The Equitable Life of New York has appointed Crawford Follmer district agency manager for Omaha. He will be General Agent Forrest Croxson's right hand man in building business in Nebraska.

Life Agency Notes

H. W. Tait has resigned as general

agent for the Bankers Life of Nebraska at Red Oak, Ia.

The Phoenix Mutual Life Agency in Rochester, N. Y., is moving into the new Reynolds Arcade building. A. T. Churchill is manager.

John H. Way, a representative of the John Hancock Mutual Life, ordinary department in Syracuse, is going to Birmingham for the same company. T. M. Stone, who has been in Elmira, N. Y., for the John Hancock, goes to the Syracuse office.

L. C. Tallman, who has been assistant manager of the Sunset agency at Los Angeles of the California-Western States Life for two years, has returned to Fresno, Cal., as assistant manager of the San Joaquin Valley agency. Mr. Tallman is a graduate of the University of Southern California.

The Lincoln National Life has appointed Mark Banta a special underwriter in its Los Angeles agency. Mr. Banta was formerly Los Angeles manager of the Central Life of Illinois, which position he recently resigned. Prior to this connection he was with the National Life, U. S. A., and several years ago was associated with the Lincoln National in Wisconsin.

One Best Seller

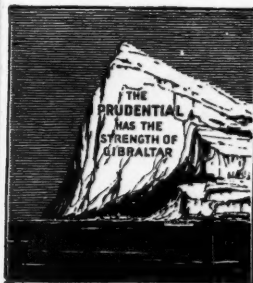
The Prudential has a *Policy* devised by its own actuaries in 1924, that is *popular* in 1934.

It guarantees \$5,000 to the beneficiary at the death of the insured.

The premium from the sixth year on is unchanging for the rest of life, but for the first five years is only one-half that amount. For example:

At Age 30
\$56 annually, first 5 years
\$112 annually thereafter

Ideal for those who have faith that they will improve themselves.



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

LIFE COMPANY CONVENTIONS

Has Four-Day Business Rally

National Life & Accident Holds Conference of Managers at Its Home Office

A four-day business conference of home office executives and field managers of the National Life & Accident, with approximately 150 in attendance, convened at Nashville. C. A. Craig, chairman of the board, addressed the conference by radio telephone from Miami Beach. President W. R. Wills gave the welcome. T. J. Tyne, vice-president and general counsel, and Dr. R. E. Fort, vice-president and medical director, appeared on the opening program.

Executive Vice-President C. R. Clements presided throughout the meeting, and discussions of various phases of the business, led by Vice-Presidents E. W. Craig and E. B. Stevenson, Jr., filled the program.

The best January and February record in the history of the company was reported at the conference by district managers when it was revealed that over \$7,000,000 of new insurance was produced the first six weeks of the year. The National Life made a gain of over \$32,000,000 in life insurance in force in 1933, making a total of \$340,391,309 in

force at the end of that year. All of the executive officers and field managers were optimistic over the outlook for another remarkable record for 1934.

Bankers Life Holds School

COLUMBUS, O., Feb. 22.—A school of instruction for agents of the Bankers Life of Des Moines was held here, with about 250 agents from Ohio, Kentucky, Indiana and West Virginia in attendance. Among those on the program were W. W. Jaeger, vice-president and director of agencies; E. E. McConney, actuary; B. H. Williams of the advertising department, and M. E. Lewis, assistant superintendent of agencies.

Midland Mutual Convention Plans

The Midland Mutual Life plans to hold its annual agency meeting about the middle of April. At the April meeting of the directors a new director will be chosen to fill the vacancy caused by the death of F. J. Macklin of Columbus.

Federal Life Regional Meeting

The Federal Life of Chicago held a regional meeting in Dallas, Tex. George H. Barmore, vice-president in charge of agents, directed the meeting. He was accompanied by L. D. Cavanaugh, executive vice-president.

AS SEEN FROM CHICAGO

KAHL IS JANUARY LEADER

Samuel Kahl, one of the leading producers of the Stumes & Loeb general agency of the Penn Mutual in Chicago, who has taken outstanding position for the company country-wide on many occasions, led the company in January in number of paid cases and in paid volume as well. Mr. Kahl paid for 17 cases, totaling \$253,852. There were nine life cases in this total, the remainder representing commuted value of annuities. For the last two years he has paid for more than \$1,000,000 annually with a large number of cases, in 1932 placing insurance on 315 lives for \$1,350,000, and last year on approximately 250 lives for \$1,278,700.

ESTABLISHING RECORD THIS YEAR

The Illinois department of the Great West Life of Canada, under the management of C. T. Milner, placed eight times as much business up to Feb. 15 of this year as it did in the first 15 days of January. The organization has submitted twice as much business to the middle of February as it did to the

middle of January and has written a considerably larger number of applications. In 1933 this agency paid for \$160,000 more business than in 1932 and for the last eight months of 1933 paid for more business than in the corresponding months of the previous year.

M. J. PANKEY MOVES OFFICE

The offices of M. J. Pankey, Chicago general agent of the Manhattan Life, have been moved from 160 North La Salle street to the First National Bank building. Mr. Pankey reports that his 1933 production was \$400,000 greater than the year before. In January there was an increase of 70 percent as compared with the same month a year before.

APPEALS TO PRIDE OF MEN

In order to stimulate production by appealing to the pride of agents, Herman Zischke, Chicago manager for the Union Central Life, has divided his men into three groups—the \$500,000, \$250,000 and \$100,000 clubs. Mr. Zischke asked each man in which group he pre-

Rockford Life Has a Message for You

President F. L. Brown
Rockford Life Insurance Co.
Rockford, Illinois.

Dear Sir:

It Concerns Contract Direct
With The Company

SEND ME THE MESSAGE

Name

Address

City..... State.....

1933's Record

During 1933 the Connecticut General Life Insurance Company paid to its living life policyholders and to the beneficiaries of those who died \$24,730,092 and to accident policyholders \$765,646.

It met all obligations out of current cash income and had available for investment \$5,542,894.

It increased its holdings of cash and United States government bonds to \$5,844,780.

Total income increased to \$39,518,936.

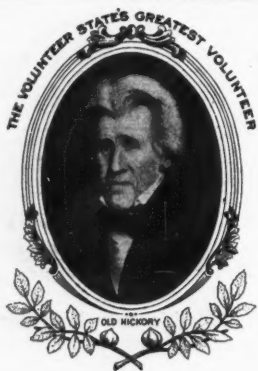
Admitted assets increased to \$162,807,817.

Liabilities \$155,995,055 include a contingency fund of \$2,703,824. Of this \$1,977,445 is set aside to adjust bonds not amortized and all stocks to market value December 31, 1933.

Policyholders are further protected by the Company's capital \$3,000,000 plus a surplus of \$3,812,762, making total excess security to policyholders \$6,812,762.

Life insurance in force totals \$1,009,649,775.

**Connecticut General
Life Insurance Company**
Hartford, Conn.



**Over Thirty-One Years
of Faithful Service to
Policyholders**

**ANNUAL STATEMENT
December 31, 1933**

ASSETS

Mortgage Loans	\$ 5,517,624.07
Bonds and Stocks (Stock \$159,712.50)	2,356,215.60
Real Estate (Including Home Office Building)	4,398,522.65
Policy Loans, Premium Notes Secured by Reserve	8,818,141.10
Cash in Banks	580,205.68
Accrued Interest, Net Unreported Premiums, Other Assets	346,819.08

Admitted Assets

LIABILITIES

Regular Policy Reserves	\$19,198,937.00
Reserve for Claims Being Paid in Installments and Claims Pending Settlement	654,484.41
Reserve for Taxes	86,468.06
Interest and Rent Paid in Advance	243,430.16
All Other Liabilities	164,413.53
Reserve for Dividends to Policyholders	\$ 50,840.59
Contingency Reserve	618,954.43
Surplus	500,000.00
Capital Stock	500,000.00
Funds for Protection Policyholders in Excess Legal Reserve	1,669,795.02

Total (Balance with Admitted Assets)

INSURANCE IN FORCE, \$108,751,557.00

**THE VOLUNTEER STATE LIFE
INSURANCE COMPANY**

Chattanooga, Tennessee

Richard H. Kimball, President

ferred to be placed. An interesting fact is that after a month's operations on this group basis, there was a greater proportion of men in the \$500,000 club who maintained production in January on a \$500,000 basis than the proportion of the men in the \$250,000 club who kept up with their objective in January. Likewise, the percentage of \$100,000 men who produced at a \$100,000 rate in January, was even less. Apparently the men who set their sights high are striving more earnestly to attain the objective than the men who set a lower quota for themselves.

Each quarter Mr. Zischke plans to review the records and drop to the next lower group those who have not kept up the pace that they set. Whether a probationary group will be created for the \$100,000 men who are falling behind has not been determined. Mr. Zischke has started the year with an aggressive recruiting program and has added a number of new men.

HEIFETZ OPENS NEW SCHOOL

The Samuel Heifetz agency of the Mutual Life of New York in Chicago will open another life insurance sales lecture course Feb. 27 running to March 22. The lectures will be held Tuesdays and Thursdays from 4:45 to 6 p. m. in his office.

TUTTLE WITH MARSH & McLENNAN

W. G. Tuttle has become associated with the life department in the Chicago office of Marsh & McLennan. Formerly he was connected with the Travelers in Minneapolis and then for four or five years was general agent of the Equitable of Iowa in Rochester.

JOHANNSEN HEADS CAMPAIGN

A. J. Johannsen, supervisor for Hobart & Oates, Chicago general agents of the Northwestern Mutual Life, has been placed in charge of a three-months campaign for new agents for the agency.

NEW YORK NEWS

NEW YORK MEDICAL REFEREE

Dr. A. P. Upshur has been appointed medical referee for the Fidelity Mutual Life in New York City. He was for 15 years a medical officer in the United States army. He has been actively connected with the Life Extension Institute and for several years has been an examiner for the Fidelity Mutual.

This concentration of responsibility is in accord with the general plan now being carried on throughout the territory in which the company operates, although the means of effecting this concentration varies in different localities. It relieves the agent of the responsibility of obtaining the services of an alternate examiner when, for any reason, he is unable to obtain the services of the chief examiner, and imposes on the medical referee the obligation of referring all examinations not made by himself.

POLICY PROCEEDS INVIOATE

Income payments made by a life company to a beneficiary under a policy held in trust are exempt from all debts except for necessities, the New York court of appeals ruled in the action of Mrs. Florence Rauch for return of such income seized by the sheriff in behalf of the Crossman Company, manufacturing jewelers. The husband, F. W. Rauch, gem dealer, had a \$50,000 policy in the Travelers, secured Dec. 2, 1930. Early in 1931 he went into bankruptcy, was discharged in July, 1931, and committed suicide in December after heavy alleged market losses. The Crossman Company sued the widow on her endorsement on a note of her husband and secured \$5,780 judgment in May, 1932. A garnishment order was secured in supreme court against 10 percent of the monthly income payments of \$312.50, which was affirmed by the appellate division in a divided opinion,



*The Commonwealth Life
is tried and true*

FOR 30 years this organization has been building permanently and giving the fullest life protection possible at the fairest cost consistent with safety. We have always kept faith with our policyholders and agents. Our conservatism, strong financial condition, "A" rating, diversified investment portfolio, prompt payment of claims and treatment of agents is well known to the insurance fraternity.

The enthusiasm of Commonwealth Life agents is astounding. An outsider was greatly surprised on finding our agents so extremely satisfied and pleased with our company. He believes we must treat them right. We do—and we offer the same treatment to others who are interested in representing an aggressive, financially sound company whose first and last thought is life insurance—a company that is thoroughly tried and true.

I. Smith Homans
Vice-President

**COMMONWEALTH
LIFE INSURANCE CO.
LOUISVILLE, KY.**

and was certified to the court of appeals on the question whether any part of payment to Mrs. Rauch was subject to garnishment. The entire bench of the court of appeals concurred in the ruling that the policy in the Travelers was exempt, since it provided that the proceeds at Mr. Rauch's death should be paid to Mrs. Rauch in monthly installments for 240 months certain. The agreement provided that the beneficiary could not assign any of the payments unless authorized to do so by the

policyholder, and stipulated that "the proceeds received in trust by the company are not transferable, subject to encumbrance nor to legal process." The court held that the agreement must be considered in accordance with section 15 of the personal property law, providing that such a policy would be exempt from all legal process except on an action to recover for necessities.

* * *

The J. Elliott Hall agency of the Penn Mutual produced \$1,432,398 in January as against \$1,789,453 in January, 1933.

IN THE SOUTH AND SOUTHWEST

Kentucky Bill Passes Finally

Measure to Transfer Control of Insurance Department to Governor
Approved by Both Houses

FRANKFORT, KY., Feb. 22.—The administration measure in the Kentucky legislature to group all state departments under 17 heads, and pass control of the insurance department from the state auditor to the governor, was passed in the senate 23 to 15, after passing the house 69 to 29.

Consolidation Is Effected

Under the bill the department of fire prevention and rates and the insurance commissioner's office will be merged as the department of insurance, to consist of a commissioner and deputy to be appointed by the governor to serve at the pleasure of the governor. Each must have had at least four years' experience in the management of substantial public or private enterprises. The act becomes effective June 30, at which time it is indicated that there will be a general housecleaning in the insurance department.

Prior to 1920 the insurance department was under the governor, but at that time was placed under the auditor. It is now returning to the governor.

Announce Agency Building School

A group of from 25 to 30 Texas general agents, managers and agency supervisors will meet at Mineral Wells, Tex., for two weeks beginning April 9 in the second of the agency building schools

conducted this year by the Life Insurance Sales Research Bureau. The school is being held at the request of the Texas State Managers Association. A local committee under the chairmanship of H. T. Childre, superintendent of agencies of the Jefferson Standard Life, is now accepting enrollments and making other arrangements.

Ecker Is Optimistic

NEW ORLEANS, Feb. 22.—Confident that 30,000 agents can't be wrong when they write in to the home office of increased activity, Frederick H. Ecker, president of the Metropolitan Life, on a visit to New Orleans said that the depression is over. In an address to several hundred agents from Louisiana and Mississippi he spoke of the small life policies owned by workers as a safeguard to individual self-reliance which would last in spite of regimentation and control. Accompanying Mr. Ecker were Henry North, second vice-president, and E. H. Wilkes, head of the industrial division.

Would Limit Receivership Fees

FRANKFORT, KY., Feb. 22.—Without a dissenting vote the Kentucky house approved a bill to limit compensation and fees to be allowed receivers. Referring to the receivership of the Inter-Southern Life, the author of the bill charged that a trust company and Lieut. Gov. A. B. Chandler of Kentucky "split" a large receivership fee. He stated that on good authority he was informed that the fee was between \$50,000 and \$80,000.

WITH INDUSTRIAL MEN

Maxwell D. Schreiber Goes With Inter-Ocean Casualty

Maxwell D. Schreiber, well known in life circles, has left that field to go with the Inter-Ocean Casualty of Cincinnati, as manager of its city monthly industrial department.

Mr. Schreiber was with the Western & Southern Life in various capacities for 18 years. He was superintendent of agencies over 37 districts at the time he severed his connection. Leaving the Western & Southern he went with the Public Savings Life of Indianapolis as assistant to the vice-president in charge of the ordinary department. When that company was sold, Mr. Schreiber decided to get into the selling end of insurance as an agent and chose the disability field as having, in his opinion, fine opportunities for rapid growth.

Metropolitan Life Changes

The Metropolitan Life has made a number of shifts of managers in central New York. George Bloom, manager of the State street office, Rochester, has gone to Endicott to become manager there. F. J. Cunningham, who had been manager in Endicott, becomes manager in the district which Mr. Bloom left. J. K. Hartfeur has been transferred from the North Park district in Buffalo to

one of the Rochester districts. Samuel Godfrey has been transferred from Rochester to Syracuse.

I. T. Townsend Celebration

In the recent celebration honoring Vice-President I. T. Townsend of the Life of Virginia on his 30th anniversary with the company, the field men sent in 17,133 applications during the special week.

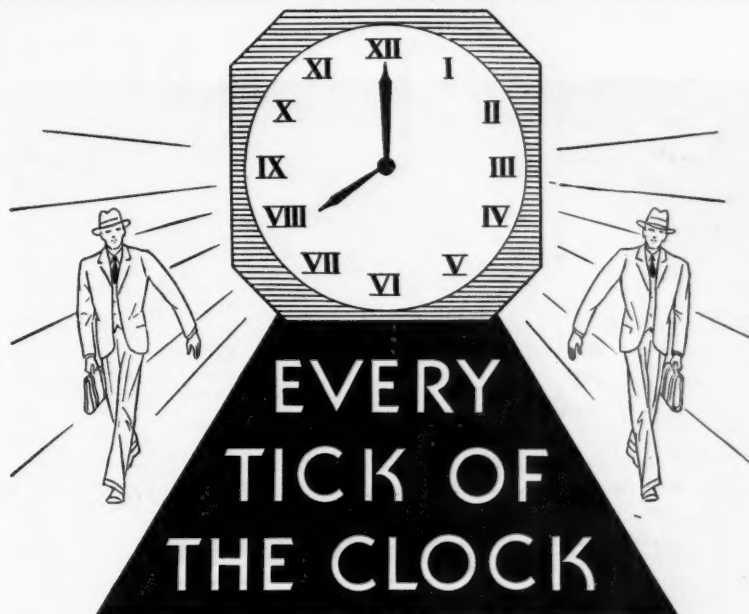
Western & Southern Appointments

The following Western & Southern Life field representatives have been appointed superintendents: A. E. Hughes, Louisville; Robert Alvine, Elgin; Jacob Loewenstein, Oil City; A. H. Kessler, Canton, O.; C. E. Seckinger, Newark, O.; J. B. Radcliffe, Salem, O.

O. A. Colvin of Akron, a thirty-year veteran of the Western & Southern Life, has been placed in charge of the Newport, Ky. office. Eugene Kohn has been appointed manager of the Chicago office at 3559 Lincoln avenue.

Approve Retirement Plan

The stockholders of the Life of Virginia approved the adoption by the directors, when they deem such advisable, of contributory retirement insurance and disability plans for its industrial field employees and home office employees.



brings better business prospects to
MIDLAND MUTUAL LIFE Representatives

Definite Time Control Plans, inaugurated January 1, 1934, set up a "standard" week's work, broken down into days and hours, gave each man a minimum goal.

As a result of the enthusiastic acceptance of this definitized plan, Midland Mutual Representatives rolled up a 49% gain in January.

The "standard week" calls for 10 hours of study, 30 hours in the field, 40 calls, 10 of which must be new, 15 interviews, 5 new prospects and one application for \$3,000. Extra hours employed show extraordinary results. Every tick of the clock is golden.

THE MIDLAND MUTUAL LIFE
INSURANCE COMPANY
Columbus, Ohio

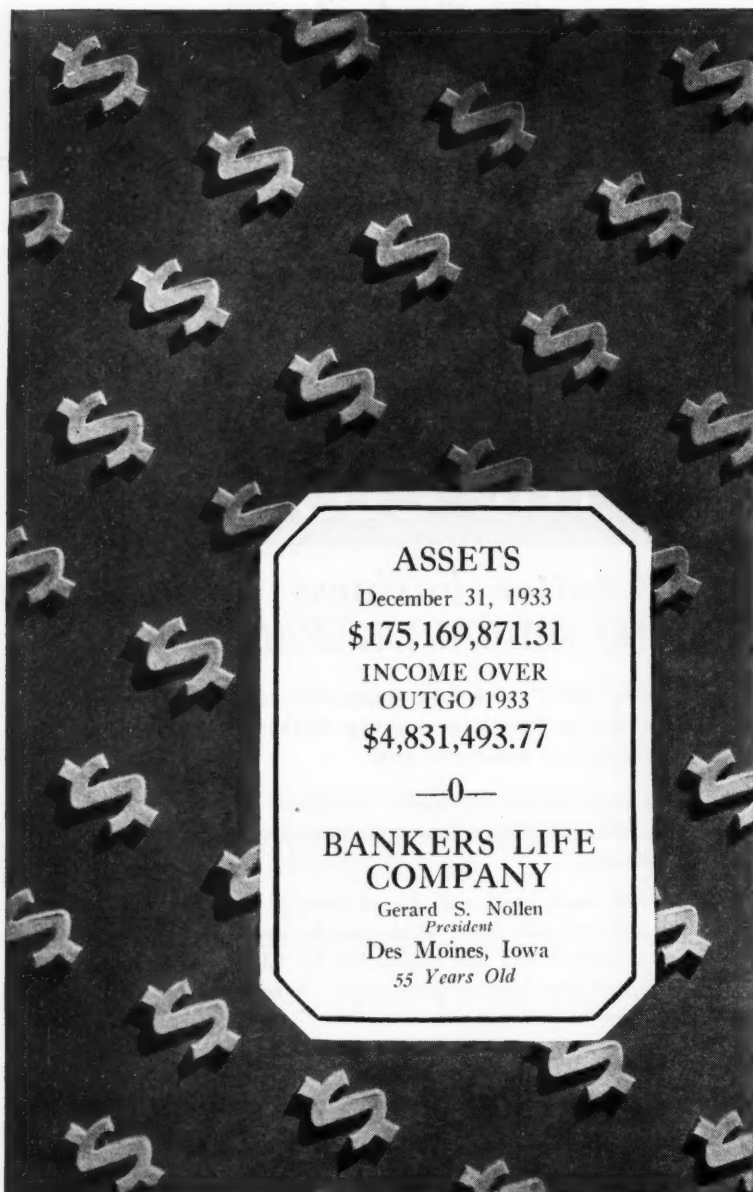
Continue to Move Forward!

THE financial position of this Company is stronger than ever before, with a record cash balance and no borrowed money. . . Entering the 23rd year of faithful service to the people of its territory. . . New Liberal commission and non-forfeitable renewal contract for competent underwriters.

California-Western States Life Insurance Company

Home Office:

Sacramento



ASSETS
December 31, 1933
\$175,169,871.31

**INCOME OVER
OUTGO 1933**
\$4,831,493.77

—0—

**BANKERS LIFE
COMPANY**
Gerard S. Nollen
President
Des Moines, Iowa
55 Years Old

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

More Liberal on Air Risks

Prudential Modifies Rules Affecting Fare-paying Passengers on Regular Lines, More Hazardous Types

The Prudential has announced a liberalization on certain types of aviation risks, particularly traveling as fare-paying passengers over established commercial air lines and between established terminals. These will be treated as follows:

Flights Per Year	Extra Accid. Prem.	Waiver of D.B. Prem.	Amount Limit
0 to 16, maximum 40 hrs.	None	Std. Yes	\$150,000
17 to 30, maximum 75 hrs.	\$1.00	2 Yes	100,000
31 to 50, maximum 125 hrs.	2.00	3 Yes	100,000
51 to 70, maximum 175 hrs.	3.00	3 Yes	100,000
71 to 90, maximum 225 hrs.	4.00	5 Yes	50,000
91 to 110, maximum 275 hrs.	5.00	5 Yes	50,000

Policyholders of the company who would be treated more leniently under the new rules than under their present policy provisions may apply for a reduction in rating, to become effective on the next premium due date.

Civilian pilots, army, navy, coast guard, marine corps and national guard pilots and air corps reserve officers will be considered with varying extra premium, depending on experience and duties. In addition, risks will be considered with the limitation of liability clause where extra premiums are not applicable.

Federal Reserve Life

The Federal Reserve Life of Kansas City, Kan., has revised its disability contract offered in connection with life policies, effective March 1. Waiting period will be increased from four to six months. Monthly income, however, as heretofore is made retroactive to the end of the fourth month, but in no case will premiums be waived or monthly income paid for any period more than one year prior to the date of receipt of written notice of claim at the home office. Disability protection ceases at age 55 for males instead of 60 as heretofore, but for females ceases at age 50 or upon marriage as in the past. The monthly

income disability clause is not issued to women. No changes have been made in the amount of the benefit, which remains at \$10 per month per \$1,000.

Bankers Life, Nebraska

The Bankers Life of Nebraska will shortly put restrictions on the sale of the 20-year term contract it put on the market a year ago purely as an emergency and to meet the economic conditions the agency force faced. It is not a contract that is profitable to agents or desirable to the company. It served its purpose in 1933, President Wilson thinks, because 45.64 per cent of the new business issued last year was on this form of policy. The proposed restrictions will not operate to take it out of the agent's portfolio, but will permit him to work over into the field of higher premium policies.

Country Life

The 1934 dividend scale of the Country Life on several popular forms is:

Ord. Life—20-Pay Life—20-Year Endow—Endow. at 65

Age	Dividend Year			
	2nd	3rd	4th	5th
10	\$1.15	\$1.60	\$2.09	\$2.23
15	1.65	2.00	2.35	2.55
20	2.05	2.30	2.55	2.71
25	2.30	2.50	2.70	2.87
30	2.45	2.65	2.85	2.99
35	2.50	2.70	2.90	3.04
40	2.55	2.75	2.95	3.09
45	2.60	2.80	3.00	3.15
50	2.65	2.85	3.05	3.20
55	2.70	2.90	3.12	3.25
60	2.80	3.10	3.40	3.75
65	3.00	3.42	3.85	4.30
70	3.37	3.90	4.45	5.10
75	3.95	4.50	5.30	6.10
80	4.72	5.50	6.45	7.40

Age	12-Year Term			
	2nd	3rd	4th	5th
20	\$0.70	\$0.78	\$0.83	\$0.92
25	.74	.82	.88	1.01
30	.78	.87	.93	1.08
35	.86	.96	1.00	1.20
40	1.00	1.07	1.11	1.36
45	1.24	1.31	1.33	1.59
50	1.67	1.75	1.86	2.10
55	2.27	2.45	2.67	...
60	2.95	3.54	3.96	...

Bankers National Life

The Bankers National Life of Jersey City has announced the continuance of the 1933 policyholders dividend scale for the remainder of 1934, the rate of interest being left unchanged, 4½ percent on dividends left on deposit, and 4½ percent on policy proceeds. The company has previously announced continuation of the 1933 scale for January and February of this year. The board of directors also declared a stockholders' cash dividend of 5 percent. This is the first dividend to stockholders.

Penn Mutual Life

The Penn Mutual announces henceforth premiums on endowment policies with 15 or more annual premiums may be paid on a monthly basis if the monthly premium is \$25 or more.

Northern Life of Canada

Policyholders' dividends for 1934 will be substantially increased by the Northern Life of Canada according to announcement at the annual meeting.

Sell Two Large Groups

The great recovery which has occurred in the group business resulted in the sale of two large life and accident and health groups in Chicago. One, on the National Tea Company employees for approximately \$15,000,000, went to the Aetna Life, being written by W. T. Craig, and the other approximating \$10,000,000 to \$12,000,000, was placed in the Equitable of New York on employees of Butler Brothers, large wholesale general merchandise house.

Modern Plans of Protection Juvenile Contracts "Just like dad's"

Issued from birth to nine years, six months

Yes, our General Agents will be glad to receive brokerage business on the lives of healthy youngsters in good families from agents of companies not writing insurance under age ten. Ask or write for our attractive Juvenile literature and rate book.

Atlantic Life Insurance Co.
RICHMOND, VIRGINIA

Angus O. Swink
President

William H. Harrison
Vice-Pres. & Supt. of Agencies

NEWS OF THE FRATERALS

Income Feature Great Asset

Supreme Vice-president Williams of Equitable Reserve Summarizes Benefits of Life Insurance

Many personal services for the policyholder and his beneficiaries are provided by life insurance, N. J. Williams, supreme vice-president Equitable Reserve Association of Neenah, Wis., said in an address on "Life Insurance Fundamentals" at the annual sales conference held in the home office. Among these services are:

(1) Creation of cash estate that will not have to be probated or require payment of taxes or administrative costs; (2) cash to pay last expenses; (3) ready money for beneficiaries to cover living expenses while estate is being adjusted; (4) certain income for dependents throughout their lifetime; (5) guaranteed monthly income starting at predetermined age in any amount desired; (6) opportunity to create immediate estate on instalment plan by making only small interest payments and without paying a dollar of principal; (7) provides an estate that will exist if all other investments fail at the time in life when cash assistance is most needed.

Serves to Perpetuate Home.

Some of the ways in which life insurance is the safest method of perpetuating the home are: (1) It will pay off mortgage and leave family clear title instead of property with a mortgage that will require constant interest payments; (2) provides monthly income to take care of regular expenses of running home, paying taxes, insurance premiums, painting and repair bills, and money to pay rent for a house or apartment; (3) can be used to guarantee continuous income for dependents annually or monthly as long as they live; (4) will provide monthly or annual income to children or wife on any definite date, such as weddings, anniversaries, birthdays, Christmas; (5) no cost in settlement of life insurance estate; no court expenses, attorney's or appraiser's fees, publication expenses, etc., as in settlement of property estate; (6) will provide ready cash for living expenses, income and inheritance taxes, court expenses, attorney's fees, etc., when an estate is left containing real estate and securities; will provide ready cash for settlement of such an estate and avoid selling securities in an unfavorable market.

Mr. Williams said income for old age provided through life insurance is the safest plan and safety should be the first essential in an investment program for old age income. Benefits of the life insurance income plan are: (1) Assured

income to cover living expenses; cannot be attached to pay debts, or lost, stolen or burned; (2) no necessity to consider reinvestment, which is handled automatically through the life insurance management; (3) peace of mind, independence assured and comforts of life certain; (4) income assured by making only small investment each year, annually, semi-annually, quarterly or monthly; (5) if assured dies before maturity of policy, the beneficiary will receive face value in cash or have payments made over a stated period of years or for life.

Fraternalists Are Concerned Over U. S. Moratorium Bill

Fraternal societies are vitally concerned in the municipal moratorium bill in Congress, due to the fact they have specialized in this type of security. Some fraternalists invest exclusively in municipals. H. L. Ekern, former Wisconsin commissioner and insurance attorney, represented the National Fraternal Congress at hearings on the bill in subcommittee in Washington a few days ago.

It seems assured that the subcommittee of the judiciary committee will report adversely against the bill, but it is expected the judiciary committee will vote the bill out on the floor. If this should be done almost anything could happen. The bill passed the House at the last session and President Roosevelt in some utterances appears to approve it.

There is strong political influence behind the bill. Many of the newer city administrations over the country found the coffers empty, heavy issues of tax anticipation warrants outstanding and the statutory amount of bonded indebtedness exhausted. There is great pressure to pass a moratorium as it would relieve the situation for city governments and give them additional credit margin.

All insurance companies investing in municipals were strongly represented at the hearing. It was said the societies in the National Fraternal Congress on the average carry about 60 percent of their investments in municipal bonds. A moratorium obviously would be very harmful to fraternalists.

The bill is known as the Sumner bill (HR-5950) in the house and the Fletcher bill (SR-1865) in the senate. It would require only 30 percent of bondholders to sign a petition for a moratorium.

Educator Organizing Fraternal

The Patriotic American Civic Alliance, a social patriotic fraternity which probably will have accident and health benefits, is being organized by Dr. William James Heaps, Baltimore, president

IT SOMETIMES REQUIRES AN EARTHQUAKE

To Make People Appreciate—Safety
We Have Had a Depression-Earthquake
and the

Equitable Reserve Association
With Legal Reserves—Adequate Rates
And 37 Years

Of Proved Experience Is Recognized Nationally as An Outstanding
Fraternal Life Insurance Organization

Has All Modern Forms of Policies

Attractive Agency Contract—Favorable Territories
in Wisconsin, Illinois, Michigan, Minnesota

EQUITABLE RESERVE ASSOCIATION
NEENAH, WIS.

1934

LEGAL RESERVE LIFE INSURANCE

FORTY YEARS OF PROGRESS

Through forty years of constantly changing economic conditions the Ben Hur Life Association has made steady progress in the life insurance field. Today it stands stronger than ever, with assets of more than \$10,000,000 and a record of more than \$33,000,000 paid to policyholders and beneficiaries. This legal reserve fraternal life association enters the new era in better condition than at any time in its history, amply prepared to render even greater service to its policyholders.

Our line of certificates or policy contracts, contains all of the attractive and modern features of legal reserve protection. Fraternal activity is also available to those who desire it. A rapidly growing juvenile department and a home for aged and dependent policyholders are added features of Ben Hur service.

Ben Hur Life Association
Crawfordsville, Ind.

John C. Snyder,
President

Edwin M. Mason,
Secretary

FOUNDED

1894

LUTHERAN MUTUAL AID SOCIETY

Waverly, Iowa

STATEMENT OF FINANCIAL CONDITION AS OF DEC. 31, 1933

ASSETS		LIABILITIES	
%			
49.7	First Mortgage Loans .. \$2,349,658.19	Net Tabular Mean Reserve ..	\$3,911,795.00
19.8	Bonds .. 937,742.00	Advance Payments ..	32,730.94
	Stocks .. NONE	Reserve for Claims ..	58,981.45
6.8	Real Estate and Office Building ..	Refund Accumulations ..	53,927.40
	323,485.45	Reserve for Expense ..	18,208.90
13.3	Certificate Loans .. 626,007.77	Total Liabilities ..	\$4,075,643.69
3.6	Interest due and accrued .. 168,062.96	Contingent Reserve ..	\$353,521.01
1.5	Cash in Banks .. 71,754.68	Reserve for 1934 ..	
5.2	Premiums Due and Deferred ..	Refunds ..	26,318.00
	244,838.43	Surplus ..	271,878.41
.1	Miscellaneous .. 5,811.63	Additional Security for Members ..	651,717.42
100.0	Total Admitted Assets .. \$4,727,361.11	To Balance Assets ..	\$4,727,361.11

Actual to expected mortality American Experience Table 35.65%
Ratio of Assets to Liabilities 115.99%
Net rate of interest earned 4.77%
Insurance in Force \$33,571,232.

Note: All securities owned by the Society are deposited and in the safe keeping of the Commissioner of Insurance, Des Moines, Iowa, or the Receiver General of Canada, Ottawa, Canada.

ETHICS

The attitude of the insuring public toward the life insurance business and life insurance companies depends almost wholly upon the character and behavior of those whose privilege it is to represent the companies before the public. No verbal or written statements attacking other companies, their policies, or their agents, should be made. Selection of coverage to be presented should rest solely upon supreme need—not upon commission to be earned.

Honesty, straightforward sales methods, strict adherence to promises, conscientious and intelligent service, good character, industry, loyalty to self, client, and company—all these are the requisites that go to make up the desirable agent and that are essential to the preservation of the good name of the institution of life insurance.

AMERICAN CENTRAL LIFE INSURANCE COMPANY INDIANAPOLIS - - - INDIANA

THE GUARDIAN LIFE ESTABLISHED 1860 INSURANCE COMPANY OF AMERICA 74th FINANCIAL STATEMENT—DECEMBER 31, 1933

★ ASSETS

Mortgages on Real Estate.....	\$47,384,315.95
Government, State, County, Municipal and other Bonds*.....	9,066,511.14
Home Office Buildings and other Real Estate	11,259,899.24
Loans on Policies.....	22,909,377.90
Cash on hand and in Banks.....	1,781,888.43
Interest accrued and other assets.....	5,862,906.35

Total\$98,264,899.01

*Including short term securities of \$1,000,861, maturing during 1934.

★ LIABILITIES

Reserves required by Law.....	\$87,063,901.60
Policy claims in course of payment...	776,972.32
Unpaid Dividends due Policyholders.	165,309.10
Dividends to Policyholders set aside for 1934	2,725,000.00
Real Estate Profit Reserve	549,780.33
Special Reserve for Contingencies*...	1,500,000.00
GENERAL SURPLUS.....	5,483,935.66

Total\$98,264,899.01

*Including \$551,450 difference between values carried in assets and actual December 30, 1933 market quotations of all securities owned.

Home Office: 50 UNION SQUARE, NEW YORK CITY



of Milton University there, and a group of friends. He is past national president of the Patriotic Order Sons of America. The initials in the title spell the surname of William Paca, one of the Maryland signers of the Declaration of Independence.

Pennsylvania Ruling

There is much interest taken by fraternalists in the notice that was sent out by the Pennsylvania department calling attention to section 3 of the fraternal act approved May 20, 1921, P. L. 916 and amended by act No. 342 approved April 6, 1929, P. L. 796, which provides that all societies must be 100 percent actuarially solvent by April 26, 1934. The department requires the fraternalists to shape themselves in accordance with the statutory requirement, requiring that if they wish to continue to do business in the state they must be able to qualify according to this standard.

Lutheran Mutual Aid Figures

The Lutheran Mutual Aid of Waverly, Ia., has submitted its annual report showing assets \$4,727,361 of which 49.7 percent are mortgages, 19.8 percent bonds, 6.8 percent real estate including home office building, 13.3 percent policy loans, 1.5 percent cash. It carries a contingency reserve of \$353,521. Its free surplus is \$271,878. Its total surplus to policyholders is \$651,717. Its mortality ratio is 35.65 percent, net rate of interest earned 4.77 percent and insurance in force \$33,571,232. Its ratio of assets to liabilities is 115.99 percent.

Ben Hur Life Jubilee

The Crawfordsville (Ind.) "Review" in its issue of Feb. 13 got out a special edition on the 40th anniversary of the Ben Hur Life. The edition consisted of eight pages, a supplement to the regular daily issue. John C. Snyder is president of the Ben Hur Life. He has been president of the Elston Bank & Trust Co. for many years. The Ben Hur Life has its own building, a five story structure,

thoroughly modern and fireproof. The name of the company is based on Gen. Lew Wallace's book, "Ben Hur." General Wallace had resided in Crawfordsville and was regarded as its first citizen. The Ben Hur Life became a legal reserve fraternal a number of years ago. It is highly regarded wherever it operates.

In its annual statement it shows assets \$10,212,187 of which \$7,755,449 are first mortgages, municipal bonds and stocks; \$1,660,248 policy loans, \$273,362 cash, \$325,438 real estate.

The Ben Hur Life will hold its regular annual session in Crawfordsville, Ind., June 26.

Standard Life's Payments

Last year the Standard Life of Lawrence, Kan., formerly the Fraternal Aid Union, paid out \$1,535,541 for claims, involving 1,596 cases. Death claims amounted to \$1,523,190, disability \$12,351. There were junior claims of \$21,220. Since organization the societies forming the Standard Life have paid out in claims \$111,980,082.

Catholic Knights Anniversary

The Catholic Knights of St. George, the Pittsburgh fraternal, is celebrating its 53rd anniversary this year. It has had an unbroken record of splendid achievement.

Beccard Heads St. Louis Chapter

G. H. Beccard of the National Union Assurance Society has been elected president of the St. Louis chapter of the Missouri Fraternal Congress. Other new officers are: P. J. Leyhe, treasurer, and Mrs. L. Spurling, secretary.

Fraternal News Notes

The West Virginia Fraternal Congress will meet May 7 in Parkersburg, W. Va. The semi-annual meeting of the Utah Fraternal Congress was held in Salt Lake City.

The Ben Hur Life of Crawfordsville, Ind., announces that on March 1 the age limit for double indemnity will be reduced from 70 years to 65 years.

NEWS OF LIFE ASSOCIATIONS

Annuity Tax Opposed by Hull

National Association Managing Director
Reviews Impressions of 10,000 Mile
Tour of Country

INDIANAPOLIS, Feb. 22.—Roger B. Hull, managing director of the National Association of Life Underwriters, addressed the Indianapolis Association of Life Underwriters, giving his impression of general conditions on the home stretch of a 10,000 mile trip extending over six weeks and including stops in some 18 states. He referred to the proposal by some congressmen to tax annuities. He told of the efforts that are being made to have this clause of the proposed tax bill stricken out before it reaches the floor of Congress. He considered this proposal of such importance that every life underwriter in the land would be justified in using his utmost influence against the passage of such a measure. Not only would this mean the material slowing down of the sale of annuities but it would mean eventually further inroads into life underwriting by the federal government.

Although in all parts of the country he visited, Mr. Hull noted improved business conditions, he was impressed with the fact that those engaged in the life insurance business are still confronted by real problems.

Seattle.—The annual one-day sales congress will be held March 23. J. P. Mulder, Mutual Life of New York, is general chairman. A banquet for leading agents will conclude the program.

Florida Sales Congress On

State Association Arranged a Very Excellent Program for Its Meeting
Held in Orlando

The Florida Association of Life Underwriters sales congress on Friday of this week at Orlando will be presided over by S. F. Gammon, Jacksonville, president. H. R. Payne of Miami is vice-president; A. L. Johnson of Jacksonville, secretary and treasurer; L. B. Lowry of Tampa, chairman of the sales congress committee, and D. L. Smith, Orlando, general convention chairman. The speakers are President C. V. Anderson of the National association on "Have You Made Your Will?" G. E. Lackey of Detroit, general agent Massachusetts Mutual, and former National association president; Mrs. W. S. Pritchard of Garner, Ia., director, Bureau of the American Family, National association, on "Safeguarding the Home"; D. R. Mason of Jacksonville, Fla., general agent Aetna Life, on "Trial Bal-

5 years from now—every Underwriter will have it. Today—it gets immediate entries and sells business.

LIFE INSURANCE AS A PROPERTY INVESTMENT

The only place to get the whole idea and the correct selling methods that go with it is in "The Essentials of Life Underwriting" by Abner Thorp, Jr.

The Diamond Life Bulletins, 420 East Fourth Street, Cincinnati, Ohio

ance"; W. J. Matherly, Gainesville, Fla., dean school of business administration, University of Florida, on "Education of the Life Underwriter"; A. R. Jaqua of Cincinnati, associate editor "Diamond Life Bulletins," and H. E. North, second vice-president Metropolitan Life, on "Modern Selling." Mr. Lackey will be the sole speaker at the banquet and Mr. Jaqua is the luncheon speaker.

Michigan Associations Are Assigned Special Projects

JACKSON, MICH., Feb. 22.—Local associations affiliated with the Michigan State Life Underwriters Association were assigned projects for the year at a meeting here. Among the more notable of the local association projects assigned are the following:

Kalamazoo—Comparison of the laws of other states with those of Michigan as regards safeguarding of life insurance institutions.

Flint—Analysis of life insurance complaints filed with the state department.

Lansing—Obtaining from the department of local lists of licensed agents to supply as prospect lists to the various local associations; keeping lists up to date through monthly check-ups with the department.

Bay City—Survey and analysis of departmental rules and practices affecting life insurance.

Jackson—Study of adult education pertaining to life insurance particularly as to adaptability of such courses.

Detroit—Study of educational and publicity ideas likely to be of value to local associations and underwriters, including use of insurance textbooks in schools such as those already adopted in many classrooms under the so-called "Michigan plan."

Ann Arbor—Study of other phases of life insurance education.

The local associations were provided with detailed instructions.

Hastie to Start on Tour

J. R. Hastie, associate manager Heifetz agency Mutual Life of New York in Chicago and past president Chicago association, will address the sales congress of the Kansas City association March 2 and the Toronto association March 13. Later in the month he will speak at a meeting of the Davenport, Ia., association. His subject in the three meetings is "Budgeting and Programming Insurance." Mr. Hastie has made a national reputation as a speaker. He has established a record as a large personal producer, employing estate programming methods and a fine technical knowledge of business insurance.

Montgomery, Ala.—A playlet entitled "Monkey Business," showing how not to sell life insurance, was staged before the Montgomery association. The actors included Maurice Kreisman, Massachusetts Mutual; Earl Andrews, Protective Life; Fred Dreher, Lamar Life; Gene Hutchison, New England Mutual, and Edward Wright, Mutual of New York.

A 15-minute sales talk from T. M. Riehle of New York, vice-president National association, was heard via telephone and loud speaker.

Preston Watson, New York Life, explained details of the financial independence week program.

Lansing, Mich.—W. C. Young, Prudential, has been elected vice-president, and A. H. Ogilvie, Kansas City Life, secretary, both to fill vacancies.

The sale of annuities was discussed by F. A. McCartney, Equitable Life of New York group department in Detroit.

Saginaw, Mich.—Some critical comment from laymen featured the February meeting. I. M. Brook, high school principal, said life underwriters fall into one

of two classes, the "two for me and one for you" and "one for me and two for you" types. The former class, he said, sometimes makes an early showing but the second type builds the steady business through servicing his clients. Dr. Francis McDonald urged agents to show personal interest in each prospect and attempt to frame a life insurance program on the basis of actual needs.

Bridgeport, Conn.—At the regular monthly meeting William Hatfield, president, was in charge. Speakers were E. A. Gilhuley, Prudential superintendent; F. S. Coville, general agent Fidelity Mutual; John Moore, Phoenix Mutual, and Earl Roberts, Equitable of New York. Mr. Roberts is chairman of the Bridgeport Financial Independence Week committee. The association plans to hold an 8 o'clock "Early Bird" breakfast March 19 as a forerunner to a special effort that week.

Kansas City, Mo.—The state association will meet in connection with the sales congress here March 2 to discuss plans for the meeting at Springfield, Mo., May 10. Representatives of associations at St. Louis, Jefferson City, Joplin, Columbia, Springfield, St. Joseph and Kansas City will attend.

Kalamazoo, Mich.—Officers elected are: President, John L. Graves, Detroit Life; vice-president, J. D. Goldsmith, representative Sun Life; secretary-treasurer, C. N. Poling, Union Central Life.

St. Joseph, Mo.—V. W. Wiedemann, manager of the Sun Life, Kansas City, spoke on a visual selling plan that has been successful with his men.

Oklahoma City.—Dr. G. B. Van Arsdall, educational director Equitable Life of New York, spoke on "What Idea Interests the People Now." He contended that life insurance is the only plan by which a man can leave money he did not have. Plans for Financial Independence Week were discussed.

Peoria, Ill.—One of the big meetings in recent months was held last week when Managing Director R. B. Hull of the National association was the guest speaker. It was announced that the Peoria association had paid the National body for a membership of 190. This was in excess of the 1933 record. J. H. Wilson is chairman of the membership committee. The attendance prize was won by D. W. Reidinger of the Mutual Benefit Life. W. M. Lateer, president, conducted the meeting.

San Diego, Cal.—R. E. Neiman, Pacific Mutual Life, was elected president at the annual meeting.

Toronto.—A one-day sales congress was held with Dr. C. J. Rockwell, well known educator, being the chief speaker at both morning and afternoon sessions. The luncheon speaker was J. J. Seitz, president of the United Typewriter Company, Peerless Carbon & Ribbon Co., and the A. D. Gorrie Company. He spoke on "Forty Years Selling Experience." Other speakers were Frank Hoy, Canada Life, on "Making money through the sale of annuity and retirement income contract," and David Mason of the London Life, who gave an industrial sales demonstration. There was a sales clinic in which participated R. J. Williams, Prudential, "Selling the Young Man," N. B. McKibbin of the Dominion of Canada General, on "The A. B. C. of Estate Analysis Selling," Miss Margaret Home, Sun Life, on "Women's Insurance," and C. N. Macdonald, Travelers, on "Prospecting."

Columbus, O.—The program for the sales congress March 1 is completed. Jerome Clark, vice-president Union Central Life, will talk on "Merchandised Selling"; Oliver Thurman, vice-president Mutual Benefit Life, on "Production Problems of 1934"; A. E. N. Gray, secretary Prudential, on "Let Us Get a Picture We Can Understand," and A. E. Patterson, Chicago, general agent Penn Mutual, "Mediocrity." E. D. Soper, president of Ohio Wesleyan University, will speak at the luncheon.

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All in ONE POLICY:

1. IF YOU LIVE TO AGE 65—it will pay you \$5,000.
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IN ADDITION:

6. IF YOU BECOME TOTALLY AND PERMANENTLY DISABLED—you will be relieved of the necessity of making any further premium deposits. Then at age 65 you will receive \$5,000, just as though you had continued to make deposits yourself. In the event of your prior death the FULL FACE VALUE of the Policy will be paid to your family.

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Dickinson Hints Federal Control

(CONTINUED FROM PAGE 1)

on peak values should be avoided, he said.

A period of declining interest rates is at hand, he said. For instance, the interest earned by the life companies for the last 25 years was 5.3 percent and the average for the last five years was 5.2 percent. Mr. Dickinson predicted there would not again be a great mushroom growth of big cities and the consequent demand for new capital. Therefore, the insurance companies must adapt themselves to an economy of balance. They must anticipate a lower return on their investments and accordingly federal securities would seem to be ideal. As the companies get rid of their real estate investments, he suggested they increase their investments in United States bonds. He feels the proportion of government bond holdings is too small.

Mr. Dickinson pointed out that insurance companies introduce the element of certainty into an uncertain world. The problem of investment of insurance company funds is highly important, since their securities are representing more and more of the national wealth. Life insurance companies with their 23 billion dollars of assets are one of the major intermediaries between the savings of the individuals and the financing of enterprises. The future of capitalism depends to a large extent on the management of insurance companies, which must translate fluctuating securities into the demand of individuals for payment of fixed sums.

Insurance Record Satisfactory

On the whole, he said, the history of insurance companies has been satisfactory. Since 1929 they have been subjected to severe strain and the Reconstruction Finance Corporation has aided some of the weaker institutions. He emphasized that because of federal aid, many private industries have been able to withstand collapse.

However, he said industry must soon face the prospect of standing on its own feet again. Private industry can not continue to pass on to the United States the expense of the mistakes of capitalism. It behooves business men to shape their policies without depending on the government.

The policy of the administration in providing regulation of business has not been to impose such regulation on industry, but to give voice to the sentiment of the most representative business men. The administration has permitted industry to take the lead in suggesting regulatory procedure. The administration wants to see industry link in with the processes of recovery and relieve the administration of the burden of speeding recovery. The initiative is being thrown on the United States business man. He said recovery cannot be forced upon the people unwillingly.

Good Policy Loan Plan Is Needed

(CONTINUED FROM PAGE 1)

the third consecutive year, as were L. A. Cerf, Jr., Fidelity Mutual, vice-president, and W. J. Dunsmore, Equitable of N. Y., secretary-treasurer. Committee chairmen named are: Rebating, F. W. Pennell, State Mutual; twisting, C. E. DeLong, Mutual Benefit; proselyting of agents, H. A. Schmidt, New England Mutual; misleading comparisons, Ben Hyde, Penn Mutual; membership, William Collins, Travelers.

G. T. Struggles, Cleveland agent of the National Life of Vermont, died there at the age of 67. He had been connected with the National Life for 30 years.

Two Big Problems Facing Fraternals

(CONTINUED FROM PAGE 3)

Pittsburgh to extend the invitation of that city to hold the 1934 annual meeting there in August.

Other cities which are contending for the honor are Louisville, Omaha, Atlantic City and New York.

The presidents' section, presided over by Philip Steele, president Chicago Fraternal Life, discussed the major issues of wider application, such as those mentioned, legislation, investments, possible effects of inflation, etc.

President Bradley C. Marks of the N. F. C. reported on the bond valuation basis set up by the commissioners, on progress made since the Milwaukee annual meeting and other matters. The presidents' section met only Thursday, there being no set program other than an address by President M. J. Cleary of the Northwestern Mutual Life, guest speaker. The remainder of the morning and afternoon sessions was devoted to open discussion of many subjects. The press section also met only Thursday. President Clara B. Bender presiding. Attorney-General Otto Kerner of Illinois was the speaker at the afternoon session in the presidents' section.

Law Association in Meeting

The annual meeting of the Fraternal Society Law Association, an independent body of fraternal lawyers, started Thursday and is being continued through Friday. On the program were L. E. Joslyn, Detroit, "Limitation of Action on Life Policies;" J. L. Schweigert, Denver, "The Open Contract in Old Line Life Insurance;" A. J. Beckett, Cleveland, president of the association, "Does a Denial of Liability on Specified Grounds Waive Other Defenses?;" C. J. Garlow, Columbus, Neb., "What Does the Term 'Accident' Mean in an Insurance Policy?;" and L. A. Knight, Rock Island, Ill., "Non-Forfeiture Provisions."

The medical section meeting heard a paper by Dr. A. D. Cloyd, medical director Woodmen of the World, Omaha, on "Health and Environment." This session was devoted largely to round table discussion of medical subjects.

The secretaries' section took up matters of office routine, management and system. The Fraternal Actuarial Association, which is an organization separate from the N. F. C., also held sessions Thursday in Chicago. J. E. Little, actuary Maccabees, is president.

Since this is the mid-winter meeting, the old officers elected last fall in Milwaukee

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waukee will continue until the next annual meeting. These are: President, Bradley C. Marks, head of the A. O. U. W., Fargo, N. D.; vice-president, Judge John C. Karel, Milwaukee, president Equitable Reserve, Neenah, Wis.; secretary-treasurer, Thomas H. Cannon, head of the Catholic Order of Foresters, Chicago; executive secretary, Miss Francis R. Leahy, Chicago.

Long precedent calls for elevation of Judge Karel to president at the annual meeting in August. A campaign has been started to promote candidacy of P. F. Gilroy, Denver, head of the Woodmen of the World, for vice-president of the congress.

The executive committee consists of the president as chairman, other officers and Mrs. Mary E. La Rocca, past president, Omaha, and president Woodmen Circle; P. F. Gilroy, W. F. Traub, head of the Royal League, Chicago; Mrs. Anna R. Downes, head of the Women's Catholic Order of Foresters, Chicago, and H. C. Smale, Chicago, president National Union Assurance.

Presidents' Section Gathering

Officers of the presidents' section are: President, Philip Steele, president Chicago Fraternal Life; vice-president, F. W. Hekenkamp, Western Catholic Union, Quincy, Ill.; secretary-treasurer, Judge J. C. Karel, Milwaukee.

Officers of the secretaries' section are: President, F. M. Hough, secretary Fidelity Life, Fulton, Ill.; vice-president, A. M. Fording, assistant general manager Junior Order United American Mechanics, Philadelphia; secretary-treasurer, Miss Anna E. Phelan, secretary Women's Catholic Order of Foresters, Chicago. These with Miss Erna M. Barthel, secretary Royal Neighbors; C. L. Biggs, secretary Maccabees, and T. R. Heaney, secretary Catholic Order of Foresters, make up the executive committee.

Dr. G. C. Winterson, medical director Supreme Forest of the Woodmen Circle, Omaha, is president of the medical section. Other officers are: Vice-president, Dr. E. L. Mason, medical director National Mutual Benefit, Eau Claire, Wis.; second vice-president, Dr. Hada M. Carlson, Royal Neighbors, Rock Island, Ill.; secretary, Dr. T. H. Clark, medical director National Union Assurance, Chicago, and treasurer, Dr. J. P. Smyth, medical director Catholic Order of Foresters, Chicago.

The officers of the Fraternal Society Law Association are: President, Harry A. Beckett, Cleveland; past president, M. D. Larson, Madison, Wis.; vice-president, A. E. Nelson, St. Paul; treasurer, H. W. Adams, Beloit, Wis., and secretary, R. F. Allen, Topeka, Kan.

Important Place in Business

The significant, substantial place which fraternal insurance has taken in this country is indicated by the fact that the total fraternal insurance in force in the United States at the end of 1932 on all bases was \$6,901,489,952, of which only \$1,008,752,065 was on a non-legal reserve basis. The fraternal have been persistently changing over to the adequate basis and the amount of non-legal reserve business in force is declining year by year.

The total adult fraternal insurance in force at the end of 1932 was \$6,609,838,798 and total juvenile insurance, \$291,651,154. There was \$5,601,076,733 adult legal reserve insurance. All the juvenile insurance is on a legal reserve basis.

The fraternal variously value their business on the American Experience 4 or 3½ percent, or the N. F. C. 4 bases, although some few have their own standards. The total on American Experience 4 and 3½ percent legal reserve basis was \$3,016,615,447; on N. F. C. 4 percent reserve basis \$964,375,322 and on other reserve bases, \$1,620,085,964. The total non-legal reserve insurance was \$1,008,752,065.

The N. F. C. represents a large proportion of the fraternal business, at the end of 1932, these societies having in

WESTCHESTER COUNTY NEW YORK

We have an opening for a General Agent in Westchester County.

If you have been in the life insurance business five years or more; have a record as a successful personal producer; and have the ability to interest others in the business and get them to produce, we would like to discuss the matter with you.

If you are interested, we shall be pleased to hear from you—in writing. Please give brief details of your life insurance experience, and address your letter to: "Thomas E. Lovejoy, President."

An exceptional opportunity for the right man.

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**30 years of
 never faltering service
 to agents makes the
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modern, liberal policy contracts,
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 experienced, sincere management
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The Columbus Mutual OFFERS

First—LOW COST INSURANCE TO SELL.

Second—LIBERAL COMMISSIONS FOR SELLING IT.
(An Unusual Combination)

Third—IDEAL WORKING CONDITIONS.

Vested Renewals—
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Automatic Promotion—
Equality of Opportunity—
The Right to Build Your Own Agency—
No one to interfere, dictate or coerce—
Every influence helpful, inspirational—
Reward determined not by chance, by guess, or by favoritism, but by results—
The larger the production, the higher the rate of compensation—

You do not have to fight for a better contract—
You rise to your rightful level without let or hindrance.

**THE COLUMBUS MUTUAL LIFE
INSURANCE COMPANY**
COLUMBUS, OHIO

force \$3,765,101,295 juvenile and adult insurance, of which \$3,540,844,812 was adult and \$224,256,483 juvenile. The fraternal are doing a most important work and with their insurance on a legal reserve basis their permanency is assured. Fortunately these legal reserve fraternal are free from stock jobbing and exploitation.

Future Investment Fields Are Viewed

(CONTINUED FROM PAGE 3)

those responsible for the conduct of even the best businesses that they hesitate to incur the risk of issuing new securities. The life insurance companies desiring to invest their funds wish that these hindrances could be removed.

"Finally, rising costs of production under the NRA codes have endangered profits in many lines of industry. Without profits borrowings can not be paid back. There can be no valid objection to higher wages for labor provided the conditions exist under which the industry can continue to operate with a proper margin between production and selling costs.

"Because these obstacles exist the government has found it necessary to make large financial commitments of its own both to support emergency relief and made-work measures and to make long-time capital loans. The requisite funds are being borrowed and large offerings of government securities are in the offing. Are these securities best adapted to the needs of the life insurance companies?

"A first consideration is that the companies must invest their funds at a certain minimum rate of interest in order to fulfill their contracts with their policyholders. Moreover they should invest in long-term securities. If the government issues long-term bonds on a basis that meets the requirements of the companies, the very fact that the government must pay so high a rate would have a serious effect upon the security markets generally. Thus we are face to face with an awkward dilemma.

"The solution carries us back to the consideration of currency stability, obstacles to new capital issues, and a means of making the rise in the production costs of industry follow actual profits rather than precede hoped-for ones. When these problems are solved, the long-term investment market will come into being again and will provide a powerful stimulant to sound recovery. The life insurance companies will be back in the field investing their funds conservatively in mortgages and corporate bonds in accordance with the new needs. Life insurance reserves are great reservoirs of credit which will do their share in bringing back prosperity just as soon as they are given a chance."

High Fraternal Congress Officials in Chicago Meet

(CONTINUED FROM PAGE 3)

won the Democratic nomination for governor of Wisconsin, losing in the election by only a small margin. He is a graduate of the law school and literature department of the University of Wisconsin, was captain of the football and baseball teams and a football star. He achieved prowess as a skater and skier throughout the country and has represented the Bohemian Turners at Prague. Judge Karel last year was elected probate judge for another six-year term, winning by a large vote. He presided over the juvenile court in Milwaukee for more than seven years. He has been mentioned several times in recent years as candidate for governor, but declined to consider the honor. He is a man of brilliant attainment, of rare humor and under his guiding hand the N.F.C. is expected to make much progress.



George Washington Life Insurance Company

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An Old Line Legal Reserve Company,
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Are You Willing to WORK for a Company Which Is Willing to WORK with You?



**NORTH AMERICAN LIFE INSURANCE COMPANY
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Wanted: Managerial Material

BUFFALO MUTUAL LIFE INSURANCE COMPANY

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Men who would make good local and district managers in various territories in New York and Ohio are wanted by this 62 year old company... to start as agents. Write in confidence with details of experience to E. Parker Waggoner, Supt. of Agents, Buffalo.



BUFFALO, N.Y.

SALES IDEAS AND SUGGESTIONS

Suggestions Are Given As to the Best Prospects for Annuities

The Guardian Life gives some excellent ideas as to prospects for annuities. The last 10 years annuity premiums have increased sixfold as rapidly as life insurance premiums. The Guardian Life gives a few general classifications of annuity prospects as follows:

1. Unmarried men and women as well as widows and widowers. In many cases among this class of prospects there is no particular reason why the individual's principal should be kept intact. The guaranteed income is more important than leaving an estate at death, there being no natural dependents, natural dependents having already assured their own positions in life.

2. Uninsurables. There are a great many people who, because of occupational hazard or medical impairment, cannot get life insurance but who feel that they have at least an average chance of living to an old age. For them an annuity is the safest and most logical form of savings.

3. Aged parents who have more than an average share of the world's goods. A double purpose is accomplished in cases like these by the purchase of annuities—first, the parents are relieved of the responsibility of worries attendant upon investment and reinvestment of their funds by purchasing a survivorship annuity with a portion of the funds. Second, children are benefited without waiting for their parents' death, by distribution of the balance of the parents' funds after the annuity is furnished. This is an increasingly popular custom among many persons including those who have somewhat above average amounts of money all the way up to the very very wealthy.

4. Childless couples. In such cases it is customary for the husband to bequeath all his property to his wife and for the wife to bequeath all of her property to her husband. In many cases the amounts which both husband and wife may have sacrificed to scrape together, pass to distant relatives of the wife after her death or to distant relatives of the husband after the wife's death. This is destroying the common purpose for which the couple saved. How much better it is that the result of the joint savings should be converted either at a

fairly early age into a joint survivorship annuity which would pay an excellent income so long as either the husband or wife lives with income terminating at death. Under these conditions, both husband and wife would enjoy the fruits of their own labors to the fullest possible extent.

These are but a few of the general classes of people to whom annuities

hold an ever increasing appeal today. There are still a great many intelligent people who don't know much about annuities for the simple reason that they have never been intelligently approached on the subject. To remedy this condition is the agent's job.

Don't forget in selling annuities that there is a certain romance connected with the idea of an annuity. Absolute independence—a regular income—endorsing a check every month—a sense of serenity and security purchased by one's own effort—all of these things properly presented combine to put into an annuity sales talk about as much romance as is possible in any commercial transaction.

J. R. Hastie Emphasizes Budgeting, Programming

Life agents have a sacred obligation to help clients put their houses in order today, and the way to do this is by budgeting and programming. J. R. Hastie, associate manager Mutual Life of New York in Chicago and past president Chicago Association of Life Underwriters, told the Cincinnati association in a talk at the February meeting. He said this method is timely, for the country is becoming budget-minded.

One of the principal values of budgeting and programming insurance is to disclose clearly to clients their insurance needs, to uncover or recognize their problems and to make possible the suggesting of solutions. It is the agent's responsibility to make sure that the life insurance purchase will bring the utmost happiness and usefulness to policyholders and beneficiaries. The budgeting and programming method gives a perspective of the financial position.

Budget Control Essential

Irrespective of a man's income, his progress toward the goal of financial independence and security is determined by his budget, the harmonizing of income and expenditure.

Mr. Hastie considers two most important steps in the preliminary interviews to be qualifying the prospect on his financial and physical condition. The prospect or client should be asked directly or induced to divulge information on the composition of his family, whether he is single or married, number of his children, sex, whether they are minors, natural or adopted children, or those taken but not yet adopted, dates of birth, physical condition; wedding anniversary date; parents, their physical and financial condition and their ages; amount of life insurance carried, how payable, whether a cash and/or income and amounts of each, to whom payable, whether estate, family, business or trust company.

Urges Securing of Policies

The man's policies must be obtained for analysis. These help to disclose deficiencies in his setup. Without the facts the agent, Mr. Hastie says, is sunk. The agent's ability to "weld together" beneficiary clauses of all the individual policies into a unified plan of distribution regulates his success as a programmer. Premium payments should be distributed through the year, so the cost may not be burdensome at any time.

The agent should take advantage of the popular appeal now possessed by an-

Prospect Analysis Form Used

An elaborate "rehearsal report" required of all agents relative to prospects, analyzing individual cases from information secured on first interview, was exhibited at the Atlantic City convention of the Provident Mutual by General Agent L. F. Paret of Philadelphia and Camden, N. J.

In conference with the general agent or one of his assistants, the agent helps to develop a planned outline of the closing interview. By this method, Mr. Paret said, the agents are able to keep their interviews "on the track," and avoid loss of time and efficiency. Mr. Paret spoke on "Sales Supervision Profits."

The report bears at the top the names of prospect, agent and the agent's coach, with the date the report was given to the coach. The remainder of the report blank is:

Part I—Prospect Picture:
1. Prospect's age? 2. married, single?
3. Number of dependents? 4. Names and ages.
5. Average annual income? \$ (actual estimate)
6. Any outside income?
7. Will you inherit?
8. Position occupied.
9. Amount of insurance owned? \$ (actual estimate)
10. How is present insurance settled?
11. Has he a mortgage on his home? Yes No Rents.
12. Is he insurable on standard? or substandard basis?
13. What liquid capital? Savings Bank Co-op. Bank.
14. What savings plan have you?
15. If you were vitally interested in a plan how much could you save toward it?
16. What are your total premiums now on your life insurance?
17. What is definite time of appointment for closing interview?
(How was this information secured? By interview? How?)

Part II—Planned Presentation (Fill in after discussion):

18. The prospect's problem or need.
19. Sales talk to be used.
20. Objective in policy size \$
21. Notes on how solution of problem will be presented.
22. What emotion-arousing story to be used?
23. Date of rehearsal? 24. Time required?

If by interview, tell on reverse side what happened.

Part III—Results:
Section A—First interview following rehearsal:

Date of interview.
Was the rehearsed plan followed exactly? Yes No
What changes were made?
Why?
Did you get prospect to face his problem?
Was application secured? Date made for examination?
Amount and kind of insurance?
Was attempt made to get cash with application? Yes No
How much was secured?
If the case was not closed, why?
How many closing attempts were made?

What further effort is planned?
Section B—Subsequent history of case: (State what happened on, and give date of each subsequent interview.)
Date closed? Yes No Disposition?

Nationalization Plan Defeated

OTTAWA, ONT., Feb. 22.—Nationalization of insurance, by which everyone would have the protection of an insurance policy, has been defeated in the house of commons here. In defense of the present system, E. N. Rhodes, minister of finance, pointed to the record which Canadian insurance companies had established for security and stability.

North American Reassurance Company

Life Reinsurance

250 Park Avenue, New York

Lawrence M. Cathles, President

Our Salary Continuance Plan

Is the Answer to Your Desire
for a Sure Way to Achieve
Regular "Day-in and Day-
out" Production, Rapid Pros-
pecting, Short Interviews,
Quick Results.

**The
PROVIDENT
LIFE AND ACCIDENT
INSURANCE COMPANY**
CHATTANOOGA, TENN.

Established 1887

**LIFE-ACCIDENT-HEALTH
GROUP**

if you want—

- Unrestricted Territory
- Vested Renewals
- Agency Building Opportunity
- Home Office Co-operation

then you want

the

**square
deal**

Agency Contract

as issued by

**National Life
Insurance Company**

Madison, Wisconsin

Openings in Wisconsin, Min-
nesota, Iowa and Ohio

USE THIS COUPON!

C. M. Kremer, Agency Supt.
National Guardian Life Ins. Co.
Madison, Wisconsin

I would like details of your square deal
contract.

Name

Address

City

State

nuities and show cash values of the in-
surance at retirement ages 55, 60 and 65.

The program, however pretty, will
not be successful unless it accomplishes
what is demanded. It should show how
taxes can be minimized or eliminated,
how intermediate shrinkages can be
avoided. There should be safeguards
to prevent heirs from becoming spend-
thrifts, yet with sufficient flexibility to
permit them to withdraw a part of prin-
cipal to augment income in case of need.
The income must be spread over a pe-
riod of years or for lifetime to get
maximum protection. Mr. Hastie finds
almost unlimited possibilities in the
modes of settlement found in life poli-
cies.

Lower Commission Is Hercules Plan

(CONTINUED FROM PAGE 4)

play an experienced life company ex-
ecutive to prevent the falling into many
pitfalls that might lie ahead. The offi-
cials so far mentioned have no life home
office experience.

However, the Hercules staff is bas-
ing many of its calculations on stringent
economies in salaries and general over-
head. It is believed to be likely that at
least for the period of the "experiment"
no additional executive will be em-
ployed. Possible difficulties arising from
lack of long experience in home office
practices can be surmounted in time by
the present staff. In the interim any
losses probably would be absorbed by
the margin in low overhead expenses.

The Hercules Life addition to Sears,
Roebuck is considered a fine acquisition.
It offers the great merchandise house
an added talking point in competition,
the opportunity to mention increased
service to the public. In all advertis-
ing, the name of Sears, Roebuck will be
mentioned prominently.

Many Business Opportunities

While from the Hercules Life view-
point, Sears employees represent a fer-
tile field for canvassing, with a possible
\$40,000,000 of business obtainable in
short order, from the Sears, Roebuck
standpoint the Hercules connection of-
fers opportunity to cover employees with
group life, and accident and health in-
surance without paying acquisition cost.

A factor overlooked in considering
the possibilities of success of the Her-
cules is the chance to place much
group and individual life, and accident
and health policies on employees of
manufacturing concerns from which
Sears, Roebuck buys its merchandise.
This might well represent another po-
tential \$40,000,000 of business.

From the investment side, the Her-
cules Life is offered wise counsel
through directorates interlocking with
Sears, Roebuck. A possible advantage
to the latter concern is in having avail-
able a ready source of cash funds in
seasonally dull times. Sears, Roebuck
officials could, while remaining strictly
within the letter of the new Illinois in-
vestment law for life companies, ar-
range for securities, mortgages, etc.,
held by Sears, Roebuck to be purchased
by the Hercules.

It is said that the Hercules plans con-
template making no advances to agents.
It is possible however, that the Her-
cules will make advances on renewals
in emergency. Hercules officials, it is
said, fear that former National Life, U.
S. A., agents might take advantage of
an advance to wash up their accounts,
and then go elsewhere. The renewal
interest is a strong factor in retaining
the allegiance of these agents and push-
ing the sale of new Hercules policies.

Another fear is that some agents, in
view of the proposed low commission
scale, might give the Hercules just
enough business to retain their con-
tracts and place the bulk elsewhere.

Agents of the National Life, U. S. A.,
make no secret of their feeling that the
proposed low scale would be a great

hardship to them for a time. They
have been without steady income since
Oct. 17, 1933, fearing to make other
connections lest they lose their renewal
interest. The Hercules officials feel
that with all the aids to be given agents,
they can make more money on the re-
duced scale than in other companies at
the regular 50 percent or more graded.

The Hercules, in fact, is merely the
first company to put its desires into
action in regard to distributing first
commission over several years as a
means of improving conservation work
of agents in the early policy years. The
idea has been dallied with by many life
executives. What the Hercules Life
action presages generally in the busi-
ness, if it should prove successful, only
time could disclose.

IOWA COMMISSIONER DISAPPROVES

DES MOINES, Feb. 22.—Commis-
sioner Clark of Iowa has served notice
on the Hercules Life of Chicago, new
Sears, Roebuck & Co. subsidiary, that
he will not approve reinsurance of busi-
ness of the National Life, U. S. A. in
the Hercules if the contract provides
a lien against policyholders of the old
Des Moines Life which was reinsured
more than ten years ago by the Na-
tional Life, U. S. A.

This action was taken to protect
rights of policyholders in the old Des
Moines company, which still has securi-
ties on deposit here. Mr. Clark said the
matter is the subject of pending con-
ferences and has not yet reached a de-
cision. He said he had taken no for-
mal action other than to inform inter-
ested parties of his intention.

Connecticut Tax Proposals

**Insurance Hearing in the Effort to
Bring About Some Revision
of the Laws**

HARTFORD, Feb. 22.—At an insur-
ance meeting of the Connecticut tax
commission, W. R. C. Corson, chairman
of a committee representing the stock
companies, filed a brief urging joint
conferences with the state tax experts and
outlined five proposed changes in the
present system of taxation:

1. Tax based on book value of capital
stock as opposed to market value.
2. Tax on basis of gross net premiums on
Connecticut business.
3. Tax based on
total gross investment income.
4. Tax
based on total gross investment income
plus total Connecticut premiums.
5. Counter rate on Connecticut premiums
for Connecticut and foreign companies
and investigation of effect of tax on
gross investment income, exclusive of
capital gains and interest from exempt
bonds.

Loomis Makes Proposal

President J. L. Loomis of the Con-
necticut Mutual proposed that to bring
the Connecticut levies into line with
the highest maintained by any other
state, the present gross income tax of
3 percent be reduced to 2 percent. A
revision of the tax laws is practically
certain, since the present system is con-
sidered unscientific and undesirable by
all members of the study commission,
which will make recommendations to the
Connecticut legislature next January.

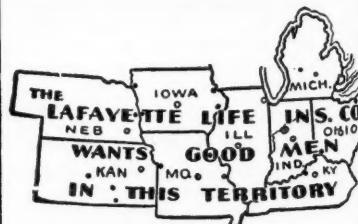
Service Bureau Has Increase

ST. LOUIS, Feb. 22.—The American
Service Bureau reports that its business
for January was 21 percent greater than
in the same month last year, 15 per-
cent above January, 1932, and 9 percent
ahead of the first month of 1931. This
21 percent increase compares with a
general gain in the life insurance busi-
ness for January of about 8.5 percent.
The Service Bureau's January gain re-
flects the general improvement in the
business of the American Life Conven-
tion companies it serves.



Stephen M. Babbitt
President

HUTCHINSON, KANSAS



**No Better Territory
No Better Company
No Better General Agent's
Contract Than Our Service
Pension Contract**

**THE LAFAYETTE
LIFE INSURANCE CO.**

W. W. Lane,
Secretary

F. L. Alexander,
President

W. R. Smith, Field Vice-President
LAFAYETTE, INDIANA

**They Said We'd
"Get Burnt"**

When our new Super-Disability policy
went on the market, so simple was the
contract, and so free was it from con-
fusing technicalities and restrictions that
we were told we'd get "burnt."

But we knew we could write a policy
for accident and health as clean cut as
the life contract, and we did it. We
haven't been burnt.

Life agents have found it an excellent
means to complete the protection with
which to surround their clients.
Send in the coupon for further infor-
mation.

**INTER-OCEAN CASUALTY
COMPANY**

*Executive Office
CINCINNATI-OHIO*

Inter-Ocean Casualty Co.,
American Bldg., Cincinnati, Ohio.

Please send me information regarding your acci-
dent and health policies.

NAME

STREET

CITY